



ANNUAL REPORT

Arts and Humanities Council of Tuscaloosa County, Inc.
June 2014 - April 2015

**THE ARTS
COUNCIL**

MISSION

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, CAC Rentals
and Bama Theatre Assistant Manager
Paula Demonbreun, CAC Supervisor

Board of Directors

Brenda Randall, President
Bill Buchanan, Vice-President
Amy Ahmed, Secretary
Debbie Watson, Treasurer
Katie Howard, Member Organization Representative
Dr. Ann Bourne, Past President

Front cover, bottom: “Wash” image from Jamie Grimes exhibit, CAC
Top: Image from Sky Shineman’s exhibit “Seismic Shift”, CAC

2014 -15



21st Druid Arts Awards
The Druid Arts Awards are presented by The Arts Council in a ceremony held every other year at the Bama Theatre. Volunteers, educators and artists in each discipline are honored in addition to corporate sponsors, the Patron of the Arts and the Home Grown award. Special awards are also presented to those individuals or groups who contribute to the arts community but are outside of the aforementioned categories. The purpose of the ceremony is to publicly recognize the work of the dedicated individuals in each of these areas and their contributions to Tuscaloosa County. *Left, Druid Arts Awards photo by Mary Meares*

Patron of the Arts Award - Judi Rabel
Corporate Sponsor of the Year - Jamison Money Farmer
Special Award - Ruth Jatib O’Connor
Special Award - Ron Montgomery
Special Award - Brian Brooker / Ellis Architects
Home Grown Artist - Chuck Tilley
Special Lifetime Achievement - Sara Turner
Literary Artist - Jennifer Horne
Music Volunteer - Dr. Elizabeth Aversa
Music Educator - Paul Houghtaling

Theatre Volunteer - Tony Avery
Theatre Volunteer - Richard Livingston
Theatre Educator - Adam Miller
Theatre Artist - Drew Baker
Visual Artist - Tony Brock
Visual Arts Educator - Jamey Grimes
Visual Arts Volunteer - Joanna Jacobs
Dancer - Jayci Kalb
Dance Educator - Alison Hollingsworth
Dance Volunteer - Gail Windham

Fundraising

June 1, 2014– April 21, 2015

Cultural Arts Center (ongoing):

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

Annual Membership Contributions:

2014 membership letters moved to an
annual cycle

August 29, 2015

Benefit event to raise funds for The Arts Council at the Bama Theatre
and the Dinah Washington Cultural Arts Center

City Funding 2014 - 2015

\$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
 - 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



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 over 300 days per year, the venue hosts events presented by the organization and also those sponsored by outside promoters. From concerts including Alabama Shakes, local productions by member organizations 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.

Rental Income
Budgeted Income for June 1, 2014 to May 31, 2015: \$114,850
Rental income cleared as of April 20, 2015: \$109,621

Restoration & Repairs 2014-2015
Two new toilets: \$1,800
Plaster work in the theatre: \$100
**Total Bama Theatre restoration: \$1,900*

Repairs include supplies, security and fire upgrades and heating and cooling repairs.
**Total Bama Theatre repairs this fiscal year: \$8,729.80*

Bama Theatre Expenses 2014-2015
**Cleaning at the Bama this fiscal year: \$32,039*
**Utilities at the Bama this fiscal year: \$33,025*
**Trane Annual HVAC Contract: \$5,540*
**AT&T Phone lines: \$2,606.46*
**AT&T Internet: \$3,228.72*
**Triple Point Water Analysis: \$2,189.16*
**Computer Equipment: \$3,351.37*
**Janitorial supplies: \$1,156.27*
**Garbage supplier for all venues: \$1,793.22*
**Exterminators for all venues: \$720*

Bama Theatre Concessions/Bama Bar 2014-2015
Concessions Income: \$89,226
**Concessions Expenditures: \$39,523*
**Part Time Staffing Expenditures for all venues: \$97,524*

***All expenses paid by The Arts Council general fund.**

Bama Art House Film Series
Summer 2014 Attendance: 673
Fall 2014 Attendance: 1,029
Winter 2015 Attendance: 1,010

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.

Upcoming
Digital Marquee at an estimated cost of \$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.

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 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, educational opportunities and wedding or private event rentals. 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.

Fundraising

- \$1,101,305 raised as of April 20, 2015. These funds have been raised by The Arts Council from within our community. All current donors can be seen on cac.tuscart.org.
- The Arts Council has taken out the first loan in the organization’s history to complete construction; \$53,000 is needed to pay off loan.

CAC Grand Opening
Since the CAC opened on Dinah Washington’s Birthday August 29, 2013 there have been 117 events including rehearsals, receptions, weddings, tours, fundraisers and performances. Of the 117 events to date 66 have paid to rent the space.

Rental Income

- Budgeted Income for June 1, 2014 - May 31, 2015: \$65,000
- Rental income cleared as of April 20, 2015: \$68,300

CAC Repairs 2014-2015
Repairs were spent upgrading heating and cooling and draining the catering kitchen grease trap.
**Total cost for repairs this fiscal year: \$2,674.37*

CAC Purchases 2014 – 2015

- Outdoor Signage - Custom lighted marquee sign designed and created by Metal and Lights: \$10,021.48
- Catering Kitchen - Added a u-line vent for the grease trap that was not vented during construction of the building: \$480
- Grand Hall/ Rentals - (6) Pub tables: \$2,432.55
- 2nd Floor Repair - Replaced 3 broken glass windows: \$540
- Additional expenses for purchases include loan payments and security and fire equipment fees.

**Total cost for purchases at the CAC this fiscal year: \$51,613.47*

CAC Expenses 2014-2015
**Total spent for cleaning at the CAC this fiscal year: \$21,869.68*
**Utilities at the CAC this fiscal year: \$19,757*
**Hughes & Mullenix Annual HVAC Contract: \$2,850*
**AT&T Phone lines: 1,601.54*
**AT&T Internet: \$2,187.86*
**Janitorial supplies: \$2,288.88*

***All expenses paid by The Arts Council general fund.**



Website Statistics
June 1, 2014– April 20, 2015

tuscart.org
Visits: 14,995
Unique Visitors: 10,500
Average Time on Site: 1 minute 33 seconds
Percentage New Visitors: 68.5%

cac.tuscart.org
Visits: 6,558
Unique Visitors: 4,905
Average Time on Site: 1 minutes 46 seconds
Percentage New Visitors: 73.5%

bamatheatre.org
Visits: 33,364
Unique Visitors: 23,484
Average Time on Site: 1 minute 24 seconds
Percentage New Visitors: 68%



Photo by Zachary Riggins
zach@zacharyriggins.com

Bama Theatre Income and Expenses- 12 year history													
Income	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	
Bama Art House	40,382	21,521	33,369	28,220	12,976	36,686	19,328	22,918	24,869	26,396	19,748	21,588	
Performing Arts	1,867	37,156	44,674	74,559	14,085	65,588	30,190	40,493	40,669	32,558	8,071	24,890	
Concessions	84,581	117,017	89,525	69,796	71,891	53,375	42,964	37,720	31,044	33,643	16,317	17,067	
PARA Salaries	230,544	216,667	211,449	211,449	176,411	227,325	298,623	169,793	157,128	151,795	137,598		
Restoration Fund	40,364	55,156	36,908	37,029	40,926	18,416	37						
Theatre Rent	116,149	110,240	99,650	97,393	85,405	66,800	75,084	60,057	48,992	53,393	44,098	40,931	
	\$ 513,887	\$ 557,757	\$ 515,575	\$ 518,446	\$ 401,694	\$ 468,190	\$ 466,226	\$ 330,981	\$ 302,702	\$ 297,785	\$ 225,832	\$ 104,476	
Expenses													
Advertising and Promo	2,945	7,818	3,624	5,151	2,617	3,342	7,523	13,925	7,801				
Bama Arts House	16,894	9,663	18,361	12,968	12,549	52,469	13,367	19,035	21,903	32,843	18,099	28,936	
Performing Art Series	1,626	30,126	29,930	55,694	2,409		34,323	35,763	39,140	26,428	9,464	12,320	
Cleaning	20,402	21,957	20,560	17,241	15,662	16,578	13,517	13,170	12,934	13,883	20,280	12,894	
Concessions	38,191	48,778	45,720	34,966	34,728	28,295	19,605	22,803	16,548	17,512	6,982	7,912	
Computer	1,406	4,916	1,164	1,516	2,305	2,375		1,869	5,646	1,329	3,663	2,666	
Dues and Subscriptions	1,500	2,510	1,727	1,382	1,798	2,250	3,492	910	1,410	1,350	1,289	430	
Accounting	3,400	1,250	2,500	1,100	2,500	950	2,500	600	2,500	2,500			
Health Insurance	7,672	4,018	3,161	3,125	2,898	2,898	2,888	2,195	2,275	875			
Theatre Insurance	13,268	11,178	11,961	10,037	9,672	8,893	8,761	6,059	8,656	9,449	7,557	6,723	
Licenses and Permits	1,827	2,146	1,985	3,993	3,960	3,749	3,672	3,108	3,774	1,997	3,682	3,603	
Lighting	986	1,358	886	3,938	1,079	895	1,536	693	353	5,717	1,285	4,218	
Office Rent	2,750	3,000	3,070	3,000	3,000	3,000	3,250	2,500	3,000	2,750	3,000	3,000	
Other Expenses	5,551	2,527	1,696	3,307	3,728	27,361	819	5,747	5,657	3,215	4,443	3,442	
Printing/Office Supplies/Postage	6,555	8,519	1,227	11,914	6,335	9,546	12,753	15,603	12,395	10,172	12,080	9,206	
Restoration/Repairs	15,911	27,640	5,743	7,070	27,831	31,416	3,627	30,185	3,524	11,175	52,500	11,366	
Salaries and Benefits	131,122	103,884	80,157	50,388	33,708	44,173	39,428	27,160	20,373	15,230	10,534	13,069	
Salaries PARA	230,544	216,667	211,449	211,449	176,410	227,325	298,623	169,792	157,128	151,795	135,598	132,210	
Skidmore Fund	524	447	500	370	415	460	190	540	225	310	335		
Small Grants	6,913	6,637	4,143	5,838	3,950	5,800	3,825	6,925	2,750	5,296	6,150	4,548	
Travel and Conferences	949	3,022	4,726	4,857	5,721	4,460	7,275	2,007	582	1,584	1,406	1,286	
Utilities	38,532	37,829	35,395	43,409	33,880	29,840	31,886	33,006	25,057	26,193	24,917	23,049	
VISA/MC Service Charge	1,663	2,483	2,103	1,249	1,387	1,951	1,068	992	1,640	960			
	\$ 551,131	\$ 558,373	\$ 491,788	\$ 493,962	\$ 388,542	\$ 507,826	\$ 513,928	\$ 414,587	\$ 355,271	\$ 342,563	\$ 323,263	\$ 280,858	
Difference	\$ 37,244	\$ 566	\$ 23,787	\$ 24,484	\$ 13,152	\$ 39,636	\$ 47,702	\$ 83,606	\$ 52,569	\$ 44,778	\$ 97,431	\$ 176,382	

35 Year Expenses for Bama Theatre										
	Equipment	Repairs	Lighting	Elevator	Payment to PARA	Office renovations	Office Rent	Bama Renovations	Utilities	Yearly Total
1980		1,012	391				13,200		8,180	22,783
1981		566	1,178				13,200	1,744	16,419	33,863
1982	1,883	762	1,294				13,200	58,307	11,282	124,630
1983		3,146	1,140				13,200	85,549	14,495	129,938
1984		2,160	5,197				13,200	41,435	20,957	85,719
1985		2,837	1,359		13,200			97,269	16,429	102,929
1986		1,261	2,239		13,200			40,191	18,348	44,856
1987		3,808	2,996	25,000	13,200				18,484	147,996
1988	4,554	638	2,956		13,200				18,026	114,647
1989	4,866	3,950	3,940		13,200				18,829	107,768
1990	10,243	10,299	2,839		13,200				19,401	117,461
1991	517	6,632	3,441		13,200				17,943	94,580
1992	57,144	3,557	4,419		13,200	1,431			18,000	137,655
1993	4,666				13,200				18,000	37,754
1994	3,135	10,935	11,929		13,200		3,000		20,755	84,769
1995					13,200				18,000	32,229
1996		5,802	4,686				3,000		18,000	32,010
1997		4,852					3,000		18,000	25,852
1998							2,000	204,227	18,000	224,227
1999	2,340	2,488	1,414				2,250		12,051	27,888
2000	6,565	5,542	2,882				2,750		19,860	37,795
2001	3,013	6,873	3,753				3,250		21,376	52,007
2002	7,425	7,460	4,218				3,000	5,265	18,710	46,078
2003	378	1,087	1,285				3,000	51,413	20,652	77,815
2004	1,234	13,443	5,717				2,750		21,111	44,255
2005	2,202	4,504	353				2,750		20,726	30,535
2006	47	31,385	693				3,000		29,032	64,157
2007	989	5,077	1,536				3,250	4,803	27,228	42,883
2008	2,084	15,256	895				3,000	17,840	24,357	63,432
2009	1,349	7,740	1,079				3,000	422,909	28,216	464,293
2010	3,265	2,188	3,938				3,000	5,012	37,276	54,679
2011	229	5,363	886				3,070	1,285	31,116	41,949
2012	1,044	8,040	1,358				3,000	20,393	33,634	67,469
2013		4,768	986				2,750	11,143	34,739	54,386
2014	2,321	12,579	644				3,250	18,741	53,163	90,698
Total	\$ 121,493	\$ 196,010	\$ 81,641	\$ 25,000	\$ 145,200	\$ 1,431	\$ 124,070	\$ 1,087,525	\$ 760,795	\$ 2,543,164



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.

Left, “Rain” by Mary M. Meares, Purchase Award winner in the 2015 Double Exposure Competition

Alabama State Council on the Arts Residency in Tuscaloosa

March 4 - 6, 2015

Alabama State Council on the Arts staff and Board of Directors were in residence in Tuscaloosa for their quarterly meeting. Member organizations were featured in performances at a reception at the Dinah Washington Cultural Arts Center, also offering information and promotional items to the public. ASCA Board and Staff represented the first conference held at the new Embassy Suites. The group also toured the Federal Court House, Tuscaloosa Museum of Art and the new Alberta Performing Arts School.

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.

Individual Artist Grants Awarded

Becky Beamer	\$750
Tricia Schuster	\$750

Organization Grants Awarded

Drishti a Vision of Life	\$200
The Actor’s Charitable Theatre	\$1000
Tuscaloosa Children’s Theatre	\$1000

Total Grants Awarded \$3,700

Right, Students creating art work under the instruction of Ruth O’Connor in The Arts Council’s Spectra program.



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 and the Visual Art Achievement Awards 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 5,051 pre-K through elementary students from local city, county and private schools in Tuscaloosa County at the Bama Theatre. **Bus transportation for some schools was made possible by a grant from the Community Foundation of West Alabama.**
- Spectra served over 1,120 students at local schools, exposing them to multiple artistic disciplines.



Additional Arts Council Education Outreach

- Artist Kevin Reese was the featured educator in the SchoolSculptures residency March 23 - 27 for 4th and 5th grade students at Alberta Performing Arts School and University Place Elementary School. A joint project between The Arts Council and the Tuscaloosa City Schools, the week-long workshop involved art, math, physics and teamwork in the production of permanent moving sculptures (mobiles) for the schools. Total student/artist/staff contacts: 450. **Made possible in part by grant funding from the Alabama State Council on the Arts. (pictured left)**
- Serves as regional coordinator for the Visual Art Achievement Awards with 10 schools and 102 students represented and 125 attending the reception and awards ceremony.
- Serves as regional coordinator for Poetry Out Loud, serving 19 counties. 6 schools were represented with 699 students participating in the classroom competitions and 14 advancing to the regional competition. **Local student Nicole Louw, Holy Spirit Catholic School, won first place in the State competition and will advance to the national competition in Washington, D.C.**
- Serves the students of Westwood Elementary through the Adopt-A-School program, providing arts enrichment activities. 934 student contacts were made during SpectraFest with 106 teachers, staff and volunteers.
- In-service Workshop for local art teachers.
- Double Exposure presented 320 entries from Alabama artists, 83 exhibited, with 21 adults and 66 juniors submitting multiple pieces of artwork.
- 23 artists participated in the West Alabama Juried Show.
- Hosted Rep. Terri Sewell’s 7th District Congressional Art Competition in the Dinah Washington Cultural Arts Center in April, 2015.**

Gallery Exhibits

Art Competitions include the Double Exposure statewide photography exhibit and the West Alabama Juried show serving artists in West Alabama counties. Galleries are also open to individual artists and groups on approval. Exhibits taking place at the Bama’s Junior League Gallery are noted. All others took place at the Arts Council Gallery at the Dinah Washington Cultural Arts Center.

June – Yvonne Wells
July – Jamey Grimes
August – Hannah Brown
September – Joni Gruber
September - Arc of Tuscaloosa County (Bama)
October – B Side
October - Jennifer Hamner (Bama)
November - West AL Juried Show (Bama)

November –Sky Shineman and [ENTER]Connect
December / January – Amy Pirkle
January - Double Exposure (Bama)
February– Yvonne Wells
February - Visual Art Achievement Awards (Bama)
March - TAUP
April – Chris Davenport
May – Greg Cartmell

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.



From the Director:

The arts, with their indescribable beauty, their thought provoking narratives, and sometimes challenging messages, enrich our lives and unite our separate journeys. Too many times we take for granted the many elements that are required to make a community a great place to live and work. Of the many things playing a part in the development of a region as a complete picture, the arts continually fulfill a role of unequalled status. The arts enlighten, entertain and educate. Paul Allen, Co-Founder of Microsoft, once said "In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities....the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country." West Alabama is a part of that discovery and achievement. The arts, enable us to see the world differently, compel us to think and maybe even have a better understanding of each other.

When signing into existence the National Endowment on the Arts, Lyndon Johnson said this, "Art is a nation's most precious heritage. For it is in our works of art that we reveal to ourselves and to others the inner vision which guides us as a nation. And where there is no vision, the people perish."

Sandra Wolfe, Executive Director
The Arts Council of Tuscaloosa

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THE ARTS COUNCIL

Made possible in part by
funding from



*Above right, Photo from a book arts exhibit by
Amy Pirkle at the CAC*

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