

THE ARTS COUNCIL

A N N U A L R E P O R T

Arts and Humanities Council of Tuscaloosa County, Inc.
June 2015 - May 2016

MISSION

From the Director:

The annual report gives us the opportunity to reflect on the past year and prepare more fully for a new year. I am proud of the work we have accomplished in the last year. The Bama Theatre and Dinah Washington Cultural Arts Center continue to entertain, engage and educate members of our community. Access to the arts for people of every economic status continues to increase through Arts Council programs and its member organizations.

It is with great pride that I can report that the construction loan for the DWAC was paid off in May 2016! None of this would have been remotely possible without the generosity of people like you — people passionate about the arts, their community, and the arts in their community. As West Alabama grows, the need for dedicated funds for the arts will become even more pressing. This will be our challenge as we continue in this period of growth for programs and access to the arts. I remain grateful to lead the talented and hardworking staff who make so many extraordinary experiences possible. Thank you!



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
David Allgood, Bama Theatre Manager
Kevin Ledgewood, Publicist
Meghan Truhett, Marketing Coordinator, CAC Rentals

Board Members

Tony Avery
Dianne Bragg
D. Jay Cervino
Melanie Edwards
Anne Guthrie
Elizabeth Hamner
Mary Kerr
David Jones
Mort Jordan
Valery Minges
Brendan Moore
Marcelyn Morrow
David Nelson
Ruth O'Connor
John Owens
Sandra Ray
Rebecca A. Young
Margaret Wilson

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

FUNDRAISING



Fun(d) Brunch Benefitted The Arts Council of Tuscaloosa's General Fund

August 29, 2015

The Fun(d) Brunch was a catered event that featured live music performed by The Cavell Trio and The Voodoo Saints. The Arts Council of Tuscaloosa offered corporations, families and individuals the opportunity to become contributing members of the organization. The general fund finances all maintenance, restoration and operating costs for the historic Bama Theatre and Dinah Washington Cultural Arts Center, as well as partial staffing for both venues.

Income after expenses for brunch event: \$5,263.14

Corporate Sponsorship Income from mail-out for brunch: \$7,000

Full Moon Raffle Income: \$2,330

Annual Membership Contributions

June 1, 2015–May 31, 2016

Individuals and Families: \$18,889.99

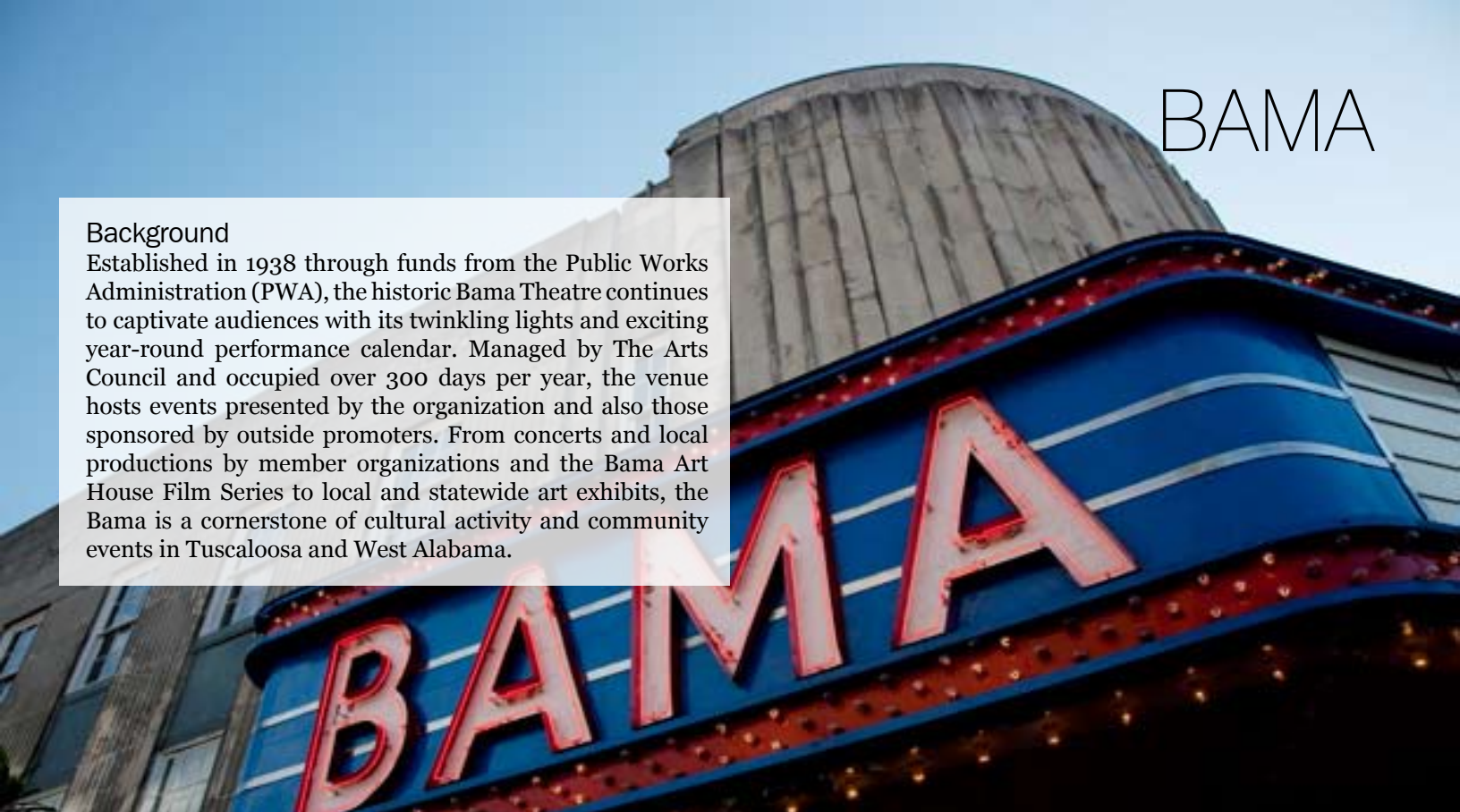
COMMUNITY PARTNERSHIPS

Canstruction, Jr.

The Tuscaloosa City Schools hosted its 3rd annual Canstruction, Jr. event the week of February 29, 2016 and included 17 school teams that created large sculptures made from canned food items. This year's partnership with The Arts Council of Tuscaloosa provided the first opportunity for these unique student works to be displayed as a gallery art exhibit at the Dinah Washington Cultural Arts Center.

At the end of the viewing, 12,000 lbs. of food were donated to the West Alabama Food Bank. The event fits the TCS curriculum by providing students opportunities for collaborative, hands-on learning targeting real-world problems—in this case, hunger. Students also integrated math and geometry; art and design; physics and engineering.





BAMA

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 and 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 June 1, 2015 -May 31, 2016: \$120,000
Actual Rental Income: \$133,257.02

Bama Theatre Expenses 2015-2016

- * Cleaning at the Bama this fiscal year: \$39,110
- * Utilities at the Bama this fiscal year: \$37,206.22
- * Trane Annual HVAC Contract: \$11,400
- * Triple Point Water Analysis: \$3,508.86
- * Janitorial supplies: \$1,430.27
- * Proludio Digital Movie System: \$375 per month
- * Jackson Security Fire Monitoring: \$451

Repairs include supplies, security and fire upgrades and heating and cooling repairs.
* *Total Bama Theatre repairs this fiscal year: \$31,456.11*

Restoration 2015-2016

* *Total Bama Theatre restoration: \$2,476.02 (saving for upcoming projects)*

Upcoming Projects

- * Digital Marquee at an estimated cost of \$30,000. 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 front information panel to a digital screen. In addition to displaying current and upcoming events at The Bama, the digital LED screen may also be used for public service announcements - all at the touch of a keystroke.
- * Upgrading Bama Theatre Seating at an estimated cost of \$250,000

Bama Art House Film Series

Summer 2015 Attendance: 728 (6 films)
Fall 2015 Attendance: 1,351 (10 films)
Winter 2016 Attendance: 605 (6 films)
Mini Series 2016 Attendance: 241 (4 films)

Bama Theatre Concessions/Bama Bar 2015-2016

* Concessions Income: \$95,469.77
* Concessions Expenditures: \$45,900.77
* Concession Income after Expenditures: \$49,569

Bama Theatre and Cultural Arts Center Combined Expenses

* AT&T Phone lines for both venues: \$10,120.23
* AT&T Internet and website hosting for both venues: \$2,724.37
* Garbage supplier for both venues: \$2,243
* Exterminators for both venues: \$1,064
* Part Time Staffing Expenditures for both venues: \$92,066.68
* Liability insurance for both venues: \$11,319

* **Indicates all expenses paid by The Arts Council general fund**

CAC

Background

The Dinah Washington Cultural Arts Center (CAC) is managed and maintained by The Arts Council. Housing the Alabama Power Grand Hall and the Rotary Club of Tuscaloosa Black Box Theatre, the CAC is the perfect setting for family programming, educational opportunities and wedding or private event rentals. The University of Alabama rents a gallery space featuring exhibits from multiple artistic disciplines, and the Arts Council maintains its own gallery. The CAC also includes a satellite office for The Arts Council, as well as the public offices of the Tuscaloosa Symphony Orchestra and the Tuscaloosa Community Dancers. Thanks to its visual appeal, space and conveniences, the CAC has contributed to the vitality of the downtown area.

Closing Out CAC Construction Cost

The Arts Council was able to retire the \$250,000 construction loan that was secured in 2013 to help with the cost of constructing the first floor of the CAC.

Rental Income

* Budgeted Income for June 1, 2015 - May 31, 2016: \$65,000
* Actual Rental Income: \$71,975

CAC Repairs 2015-2016

* Ongoing repairs and including HVAC, plumbing, grease trap, exit light repairs and maintenance as needed.
* *Total cost for repairs this fiscal year: \$3,843.99*

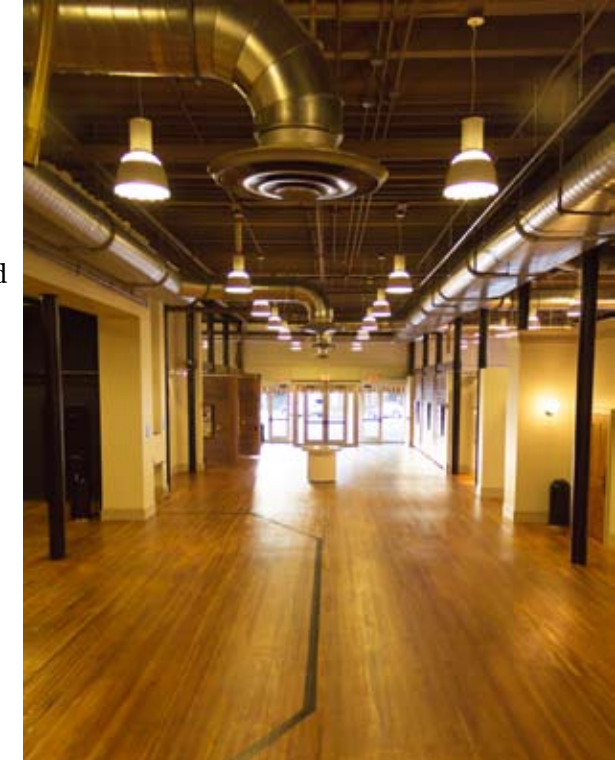
CAC Purchases 2015-2016

* Linens \$738.93
* Sound Equipment \$222.15

CAC Expenses 2015-2016

* Cleaning at the CAC this fiscal year: \$21,781.90
* Utilities at the CAC this fiscal year: \$13,770.95
* Hughes & Mullenix Annual HVAC Contract: \$1,824
* Janitorial supplies: \$2,886.82
* ADS Fire Security: \$400

* **Indicates all expenses paid by The Arts Council general fund**



Website Statistics

June 1, 2015-May 31, 2016

tuscarts.org

Visits: 16,502
Unique Visitors: 11,582
Average Time on Site: 1 minute 35 seconds
Percentage New Visitors: 68.3%

cac.tuscarts.org

Visits: 7,808
Unique Visitors: 6,034
Average Time on Site: 1 minute 40 seconds
Percentage New Visitors: 76.1%

bamatheatre.org

Visits: 31,839
Unique Visitors: 22,436
Average Time on Site: 1 minute 25 seconds
Percentage New Visitors: 67.8%



Photo by David H. Jones



Photo by Zachary Riggins
zach@zacharyriggins.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 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, "Font" by Charlotte Wegrzynowski, Purchase Award winner in the 2015 West Alabama Juried Show

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 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.

Individual Artist Grants:

Richard M. Nowell	\$250
Tricia Schuster	\$750

Organization Grants:

Alabama Blues Project	\$1,000
Tuscaloosa Children's Theatre	\$1,000

Arts in Education

(Through the Community Foundation of West Alabama)

Strings in Schools	\$1,000
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Total Grants Awarded	\$4,000
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Lorrie Lane's exhibit, Manufactured Optimism

Competitions and Galleries 2015-2016

The Arts Council provides local visual artists three venues to display their art, as well as competitions that provide advancement and connection with other artists. The 11th annual Double Exposure Photography Competition hosted 325 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. The West Alabama Juried Show, which serves artists in West Alabama counties, has been a local mainstay since 1985. This competition provides a network for area artists and opportunities to display their work. The Arts Council hosted Rep. Terri Sewell's 7th District Congressional Art Competition at the Dinah Washington Cultural Arts Center for the second year in April 2016. In the Arts Council Gallery in the Dinah Washington Cultural Arts Center and the Junior League Gallery in the Bama Theatre, exhibit space is made available to individuals and groups through an application process.

June - Lorrie Lane	February - Visual Art Achievement Awards Exhibit (JLG)
July - Lashonda Robinson	February - Double Exposure Junior (JLG)
August - Jim Harrison	February - Double Exposure Adult
September - Tom Wegrzynowski	February - Stillman UA Joint Exhibit
October - Roger Jones	March - Deborah Hughes
November - Kevin Ledgewood	April - Congressional Art Competition for 7th District
November - West Ala. Juried Show (JLG)	April - Westwood Art Month at the Bama (JLG)
December - Paul Looney	May - B Side Exhibit

(JLG=Bama Theatre's Junior League Gallery; All other exhibits took place in 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 and Spectra

- Bama Fanfare and Fanfare Caravans served approximately 2,900 pre-k and elementary students and teachers across West Alabama. These professional productions weave arts through the curriculum and teach important life lessons.
- Spectra served over 1,400 students, connecting schools to artists who provide demonstrations in all disciplines.



Left, Student participants from "Hands-On With Zig" Bama Fanfare production and right, Westwood Elementary students explore the guitar during SpectraFest

Additional Arts Council Education Outreach



Poetry Out Loud winners at the Cultural Arts Center

- 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.

- 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 and Art Month at the Bama Theatre.
- The Arts Council provided an in-service teacher workshop, "What are arts schools looking for in an art portfolio?", led by Ruth O'Connor. The seminar offered high school art teachers and educators beneficial suggestions as to how they should prepare their students' portfolios for college submission.



10 Reasons to Support the Arts

1. Arts promote true prosperity. The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.
2. Arts improve academic performance. Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with 4 years of arts or music in high school average 100 points higher on the verbal and math portions of their SATs than students with just one-half year of arts or music. 89 percent of Americans believe that arts are part of a well-rounded K-12 education.
3. Arts strengthen the economy. The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$704 billion industry, which represents 4.2 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences) that supports 4.1 million jobs and generates \$22.3 billion in government revenue.
4. Arts are good for local merchants. Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts (\$39.96 vs. \$17.42)—valuable revenue for local businesses and the community.
5. Arts drive tourism. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip has grown steadily since 2002 (18 to 28 percent). The share attending concerts and theater performances has grown from 13 to 17 percent since 2002.
6. Arts are an export industry. U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.
7. Arts spark creativity and innovation. The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their Ready to Innovate report concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
8. Arts have social impact. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement and child welfare, and lower crime and poverty rates. The arts are used by the U.S. Military to promote troop force and family readiness and resilience, and for the successful reintegration of veterans into family and community life.
9. Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
10. Arts mean business. The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2015 analysis of Dun & Bradstreet data counts 702,771 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—representing 3.9 percent of all businesses and 1.9 percent of all employees.

www.americansforthearts.org



Become a member of The Arts Council of Tuscaloosa to support our education programs (tuscarts.org/join). You can also donate to The Community Foundation of West Alabama Arts Education Fund that provides grants to any teacher in Tuscaloosa County who wishes to receive curriculum based arts education in their classroom. (tuscarts.org/smallgrants).