

# ANNUAL REPORT



ARTS AND HUMANITIES COUNCIL  
OF TUSCALOOSA COUNTY, INC.

JUNE 2016 - MAY 2017

Brought to you by  
**THE ARTS COUNCIL**

# MISSION

## From the Director:

The many organizations in Tuscaloosa County that continually add a sense of meaning to our lives could not exist without the dedication of our artists, educators and volunteers, and also the financial support of local corporations and government entities. The arts enrich our lives and provide for an innovative and civically vibrant community. We enjoy the beauty they offer, the thought provoking narratives, and sometimes challenging messages that enrich lives. The arts enlighten, entertain, and educate. Without the work countless individuals do behind the scenes, our lives would be less colorful and less diverse. We enjoy a year-round offering of arts and culture in Tuscaloosa. They have a crucial impact on our local economy and are an important catalyst for learning, discovery, and achievement in our country. The arts enable us to see the world differently, compel us to think, and maybe have a better understanding of each other. We must continue to advocate for the arts.

President John F. Kennedy made the following remarks at Amherst College in 1963:

“I look forward to an America which will reward achievement in the arts as we reward achievement in business or statecraft. I look forward to an America which will steadily raise the standards of artistic accomplishment and which will steadily enlarge cultural opportunities for all of our citizens. And I look forward to an America which commands respect throughout the world not only for its strength but for its civilization as well.”

These words still resonate with us today. Tuscaloosa and the arts community continue to grow and thrive as a “Community of Champions.” I am grateful for a talented and hardworking staff and a dedicated board of directors. Thank you to all those that make Tuscaloosa a great place to live!

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 Manager

### Board of Directors

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

### Board Members

Tony Avery  
Dr. Ann Bourne  
Bill Buchanan  
Angelo Corrao  
D. Jay Cervino  
Melanie Edwards  
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Mort Jordan  
Valery Minges  
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# 2016 -17



## 22nd Druid Arts Awards-March 30, 2017

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*

### 2017 Winners:

Special Award – Dr. Pamela Penick  
Special Award – Dr. Anne C. Witt for Strings in Schools  
Home Grown Artist – Dr. Demondrae Thurman  
Patron of the Arts Award – Peggy Collins  
Corporate Sponsor of the Year – Ameriprise Financial  
Music Volunteer – Anne Moman  
Music Educator – Dr. Jed Smart  
Theatre Artist – Joey Lay

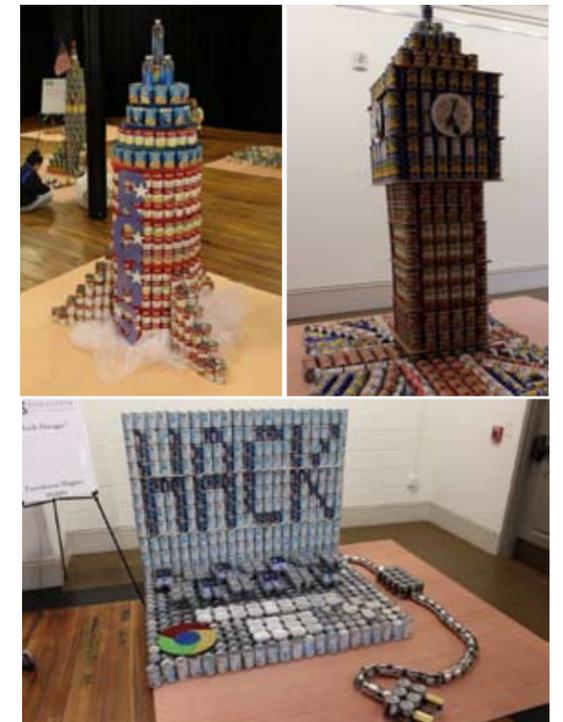
Theatre Volunteer – Ryan Rainwater  
Theatre Educator – Stacy Alley  
Visual Artist – Dr. Bethany Windham Engle  
Visual Arts Educator – Trenton White  
Dance Artist – Fiona Dorr  
Dance Volunteer – Crosby Thomley  
Literary Artist – Carolyn Ezell  
Literary Educator – Dr. Don Noble

# COMMUNITY PARTNERSHIPS

## Canstruction, Jr.

The Tuscaloosa City Schools hosted its 4th annual Canstruction, Jr. event February 28-March 3, 2017 and included 15 school teams that created large sculptures made from canned food items. This year's partnership with The Arts Council of Tuscaloosa provided the second 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, 8,700 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, and 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 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.



## Rental Income

- Budgeted Income June 1, 2016-May 31, 2017: \$125,000
- Actual Rental Income for June 1, 2016-May 15, 2017: \$121,648
- Restoration Income 2016-2017: \$39,222

## Bama Theatre Concessions/Bama Bar 2016-2017

- Concessions Income: \$92,761
- Concessions Expenditures: \$41,385
- Concession Income after Expenditures: \$51,376

## Bama Theatre Digital Marquee Upgrade-Restoration Fund Expense

- \$75,240

## Upcoming Restoration/Renovation

- Upgrading Bama Theatre Seating at an estimated cost of \$212,000
- Replacing Bama Theatre Carpet: \$49,962

## Bama Art House Film Series

- Summer 2016: 774 (6 movies)
- Fall 2016: 850 (8 movies)
- Winter 2017: 636 (6 movies)

# 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

- Budgeted Income for June 1, 2016 - May 31, 2017: \$67,000
- Actual Rental Income for June 1, 2016-May 15, 2017: \$71,975

## Upcoming CAC Repairs to 2nd, 3rd, and 4th Floor Windows and Plumbing

- \$54,881

# THE ARTS COUNCIL

## June 1, 2016-May 15, 2017

- Income: \$828,110 (Includes \$99,652.73 BP settlement fund-For future restoration)
- Expenses: \$682,979

## 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, 2016-May 15, 2017

### tuscarts.org

Visits: 15,539  
 Unique Visitors: 11,267  
 Average Time on Site: 1 minute 23 seconds  
 Percentage New Visitors: 71.6%

### cac.tuscarts.org

Visits: 6,590  
 Unique Visitors: 5,257  
 Average Time on Site: 1 minute 35 seconds  
 Percentage New Visitors: 78.9%

### bamatheatre.org

Visits: 29,817  
 Unique Visitors: 21,481  
 Average Time on Site: 1 minute 22 seconds  
 Percentage New Visitors: 70.8%

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 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, "Tempus Fugit" by Warren Simons, Adult Division Purchase Award winner in the 2016 Double Exposure Statewide Photography Competition*

## 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 Nowell, \$202  
Trenton White, \$250  
Dylan Scott, \$750

### Arts In Education

Brookwood Middle School, \$447.50  
Tuscaloosa County High School: The Blue White, \$1000  
Tuscaloosa County High School: Velvet Blue Orchestra, \$1000  
Northridge High School, \$250  
Hillcrest High School, \$1000

### Organization Grants:

The Literacy Council of West Alabama, \$1000  
Tuscaloosa Children's Theatre, \$450  
Kentuck Art Center, \$1000  
Bama Fanfare, \$500

Total Grants Awarded: \$7,849.50

## Competitions and Galleries 2016-2017

The Arts Council provides local visual artists two venues to display their art, as well as competitions that provide advancement and connection with other artists. The 12th annual Double Exposure Photography Competition hosted 227 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. 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-July, David Gosselin, Joint exhibit with UA
- August-Laquita Thomson
- September-Mary Meares
- October-Chris Davenport
- November-Eric Nubbe; Group exhibit with Sally Hines, Sandra Ray, Claire Nichols, Leska Taylor, Sharron Rudowski; West Ala. Juried Show (JLG)
- December-Kelly Shannon

- January/February-Double Exposure Junior (JLG)
- February-Double Exposure Adult
- February/March-Visual Art Achievement Awards Exhibit (JLG) and Canstruction
- March/April-LGBTQ, UA Joint Exhibit
- April/May-Westwood Art Month at the Bama (JLG)
- April/May-Tuscaloosa County School System Exhibit

(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 and Spectra

- Bama Fanfare, Fanfare Caravans, and Spectra served approximately 3,526 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.

## Education Grants Received

- The Arts Council received a \$2,500 grant from the Arts Education License Plate Advisory Committee to assist students in attending a poetry recitation performance by Mayhem Poets.
- The Arts Council received an Alabama Arts Education Initiative grant in the amount of \$20,000 from the Alabama State Department of Education. The funds will be used in the 2017-18 school year in collaboration with Englewood Elementary School to initiate a pilot program that will incorporate music into core curriculum to enhance math skills.



*Right, Student participants and their teacher from the weaving demonstration class during Spectrafest at Westwood Elementary.*

## 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, Art Month at the Bama Theatre, and job shadowing.
- The Arts Council provided an in-service teacher workshop led by Jamie Adams from Judson College on implementing a variety of art activities on a limited budget. The seminar provided art teachers the opportunity to experiment with a variety of painting and mixed media techniques and products to share with their students.



## 10 Reasons to Support the Arts February 2017

1. 63 percent of the population believe the arts “lift me up beyond everyday experiences,” 64 percent feel the arts give them “pure pleasure to experience and participate in,” and 73 percent say the arts are a “positive experience in a troubled world.”
2. 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 percent agree that the arts “help me understand other cultures better”—a perspective observed across all demographic and economic categories.
3. Students engaged in arts learning have higher GPAs and standardized test scores, and lower drop-out rates. The Department of Education reports that access to arts education for students of color is significantly lower than for their white peers, and has declined for three decades. Yet, research shows that low socioeconomic status students have even greater increases in academic performance, college-going rates, college grades, and holding jobs with a future. 88 percent of Americans believe that arts are part of a well-rounded K-12 education.
4. The arts and culture sector is a \$730 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 \$135 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.
5. 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—valuable revenue for local commerce and the community. 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).
6. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. Arts destinations grow the economy by attracting foreign visitor spending. The U.S. Department of Commerce reports that, between 2003-2015, the percentage of international travelers including “art gallery and museum visits” on their trip grew from 17 to 29 percent, and the share attending “concerts, plays, and musicals” increased from 13 to 16 percent.
7. The arts and culture industries had a \$30 billion international trade surplus in 2014, according to the Bureau of Economic Analysis. U.S. exports of arts goods (e.g., movies, paintings, jewelry) exceeded \$60 billion.
8. 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.” Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
9. 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. The arts are part of the military continuum—promoting readiness during pre-deployment as well as aiding in the successful reintegration and adjustment of Veterans and military families into community life. Service members and Veterans rank art therapies in the top 4 (out of 40) interventions and treatments.

[www.americansforthearts.org](http://www.americansforthearts.org)

Become a member of The Arts Council of Tuscaloosa to support our education programs ([tuscarts.org/join](http://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.

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