

Durham Culture & Arts – Invest to Restart:

*How American Rescue Plan Funding Can Support Durham's
Creative Sector Recovery from the Covid-19 Pandemic and
Catalyze New Economic Growth*



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Arts and Culture are a key part of Durham's identity and pride of community, and a significant economic driver in this region. Durham's arts and cultural assets have helped to make it a top creative-class hub in the United States. ¹

Durham has more than 75 non-profit arts and cultural organizations, over 4,400 working artists & creative sector professionals, and dozens of for-profit arts and cultural businesses and venues - ALL DRASTICALLY IMPACTED AND FINANCIALLY DEVASTATED FROM 16 MONTHS OF PANDEMIC CLOSURES. Durham arts and cultural organizations, venues, artists and creative sector producers need financial support to emerge from the pandemic and restart arts and cultural programming and events that will once again attract visitors, residents and strong economic activity.

Our arts and cultural sector came to a grinding halt in March 2020 due to the Covid-19 Pandemic. Revenue losses after 16 months exceed \$20 million. (see page 6) **A recent report by the Center for Civil Society Studies indicates that the Arts, Entertainment, and Recreation nonprofit sector is expected to take nearly 2.5 years to recover from the pandemic.** ²

"Cultural organizations were among the first businesses to shut down at the start of the pandemic, and they'll be among the last to fully reopen," says Ra Joy, Chief of Staff at the National Endowment for the Arts.

Pre-pandemic, Durham's non-profit arts and cultural sector contributed \$154.2 million annually to Durham's economy and supported 5,722 FTE jobs. Pre-pandemic, the Carolina Theatre of Durham, Duke Performances, Durham Performing Arts Center, and NCCU attracted international artists and packed houses. On a more intimate scale, Hayti Heritage Center, Motorco, Pinhook, Durham Fruit, Mill Stage at Golden Belt, Liberty Arts, Durham Arts Council, and Blue Note Grill have offered a vibrant range of renowned artists and informal and innovative arts programs. Durham's rich visual arts, film, music & dance festivals were also well established. Ranging from traditional craft arts, African dance and drumming, to avant garde music and dance, and the latest in hip hop culture; Durham's cultural festivals and events attract world-renowned artists and Durham's diverse, resourceful, and creative local independent artists for the enjoyment of

¹ Richard Florida, Kevin Stolarick, *Rise of the Creative Class*, Bureau of Labor Statistics to reveal the metropolitan statistical areas with the highest concentrations of creative class labor pools. Creative class in Durham in 2012 accounted for nearly 50 percent of the workforce. CNN Money, May 2015.

² Center for Civil Society Studies. "COVID-19 JOBS UPDATE, JANUARY 2021: Nonprofit Jobs Still Down by Nearly 960,000 as of January, Time to Full Recovery Increases to 2 Years" <http://ccss.jhu.edu/january-2021-jobs/>

audiences from across the United States. Locals and visitors to Durham attend and support the American Dance Festival, Art of Cool Fest, Eno River Festival, Full Frame Documentary Film Festival, CenterFest Arts Festival, the OutSouth Queer Film Festival, The NC HIP Music Festival, and more. **Durham shines with creative expression in all forms arising from youth to community elders; from youth-led late night cyphers and spoken word by Blackspace in the CCB Plaza, to vital arts-in-education school programs, to public art expressions of culture and support for racial equity throughout Durham.** Durham is also home to important historic and cultural assets such as Museum of Life and Science, Museum of Durham History, Bennett Place, Duke Homestead, and Stagville State Historic Site – all strong attractions and cultural resources for our community.

AMERICAN RESCUE PLAN FUNDING

The arts and cultural sector of Durham is a key economic driver and partner in making Durham a vibrant, successful community that attracts and supports a diverse and talented workforce. Research points to Durham as a top vibrant community, and a community that outperforms national rankings in creative sector attributes. The arts and cultural sector drives this success! **The need is great to help the Durham Arts and Cultural sector recover from the pandemic and restart successful operations, programming, and ability to once-again generate successful economic outcomes.**

“The arts play a huge role in supporting our economy and diversifying the communities we live in. In light of current challenges, we need to remember how vital the arts are in reigniting economic growth.”

New Arts and Economic Recovery research, conducted in collaboration with the [National Assembly of State Arts Agencies](#) (NASAA) and Douglas Noonan of [Indiana University](#).

THE ASK

Utilizing American Rescue Plan Act of 2021 funds, Durham Arts Council respectfully asks the County of Durham and the City of Durham each to invest \$1.5 million to help restart the arts and cultural sector post-pandemic for a total of \$3 million over two years. Durham Arts Council with its funding partners (federal, state, corporate, foundation, individual) has already raised and provided over \$1.3 million in arts and cultural sector support (grants and jobs) since the pandemic began in March 2020, and we anticipate providing at least another \$1.7 million over the coming two years. **We are now asking the City and the County to MATCH our efforts by utilizing American Rescue Plan funding as outlined in this proposal to ensure the Survival of Durham’s Arts & Cultural Sector, and Drive Economic Development through Creative Economy initiatives.** (see details page 11)

A key part of the Durham Arts Council’s job- in addition to providing a wide scope of public programming - is to help ensure the health and sustainability of the creative sector, from musicians to museums, actors to opera, and all the creativity in between to benefit the entire community. **WE ARE ASKING THE CITY OF DURHAM AND DURHAM COUNTY TO PARTNER WITH US IN THIS EFFORT TO RESTART ARTS AND CULTURE AS WE EMERGE FROM THE PANDEMIC, AND TO UTILIZE AMERICAN**

RESCUE PLAN FUNDING IN WAYS THAT ARE IN KEEPING WITH FEDERAL GUIDELINES FOR ARP FUNDS – NON-RECURRING AND TO RESTORE ECONOMIC LOSSES AND DRIVE ECONOMIC RECOVERY.

In normal times, but especially now that the arts and cultural sector has been so hard-hit in the pandemic - many arts and cultural organizations are not sustainable without external investment in **bold plans**. Coming out of the Pandemic, funds are necessary to facilitate longer artistic planning calendars, transformational programming, capacity-building investments, sophisticated marketing and collaborations necessary to engage new audiences and generation of supporters. A sector-wide marketing effort is essential to highlight the best work of local artists and arts and cultural organizations.

We are asking City of Durham and Durham County to utilize 2.62% of the one-time American Rescue Plan funding arising from this crisis to help the arts and cultural sector come out stronger and as President Biden states, “build back better.”

HOW DURHAM ARTS & CULTURE HAVE BEEN SUPPORTED IN 16 MONTHS OF PANDEMIC

In Durham, pandemic relief funding for arts and culture to date (as of July 2021) has come largely from state, federal, corporate, foundation and individual donors in direct grants and in **funding raised and regranted by the Durham Arts Council in 9 grant programs including its new Arts Recovery Fund and NC CARES grants**. Some individual arts and cultural organizations in Durham have additionally been able to secure NEA (federal) and NC Arts Council (state) direct grants. A handful of organizations and venues in Durham are eligible and have applied for Shuttered Venues Grants (federal). Some arts and cultural organizations have been successful in receiving SBA PPP loans. Additionally, North Star Church of the Arts raised and granted funds through its Durham Artist Relief Fund. However, even with all this support with grants totaling \$6.5 million - **there is still a major revenue gap exceeding \$14 Million**.

The City of Durham and County of Durham have not yet provided pandemic relief/recovery support for arts and culture.

We are asking you to support this effort now, over the next two years with a \$3 million total investment, utilizing American Rescue Plan funds that have been allocated to the City of Durham and Durham County.



Arts Councils across North Carolina and Across the United States are Partnering with their City and County Governments to Secure American Rescue Plan Funds for Arts/Culture Sector Recovery.

Central NC Region Arts Councils Requests for ARP Funds from Cities/Counties:

COUNTY	PRIMARY CITY	TOTAL ASK FROM COUNTY	TOTAL ASK FROM CITY	TOTAL ASK	TOTAL COUNTY POPULATION 2018	PER CAPITA ARP INVESTMENT ARTS/CULTURE	ARTS COUNCIL REQUESTING/ADMINISTERING FUNDS
DURHAM	DURHAM	1,500,028	1,500,028	\$ 3,000,055.00	316,739	\$ 9.47	DURHAM ARTS COUNCIL
FORSYTHE	WINSTON-SALEM	3,500,000	2,500,000	\$ 6,000,000.00	379,216	\$ 15.82	ARTS COUNCIL OF WINSTON-SALEM
GUILFORD	GREENSBORO	2,500,000	2,500,000	\$ 5,000,000.00	533,670	\$ 9.37	ARTS GREENSBORO - ARTS COUNCIL
WAKE	RALEIGH	2,800,000	3,600,000	\$ 6,400,000.00	1,091,000	TBD w/ additional cities	UNITED ARTS COUNCIL of RALEIGH/WAKE COUNTY & RALEIGH ARTS



U.S. Treasury Guidance for use of ARP funds – References to Arts/Culture eligibility

According to the U.S. Treasury guidance, ARP funds can be used for five broad eligible uses for local governments to spend. The second of these is to:

“Address negative economic impacts caused by the public health emergency, including economic harms to workers, households, small businesses, impacted industries, and the public sector.”

▪ **Assistance to Small Businesses and Nonprofits**

All small businesses and nonprofits are also explicitly eligible to receive funds from state/local ARP allocations. This support can be to provide aid in adopting safer operating procedures, to weather periods of closure, or to mitigate financial hardship caused by COVID-19. Examples of support allowed include (but is not limited to):

1. Loans or grants to mitigate declines in revenues or impacts of closures.
2. Loans, grants, or in-kind assistance to implement COVID-19 prevention and mitigation tactics.
3. Technical assistance, counseling, or other services to assist with business planning needs.

The Treasury guidance makes it a point to create a standalone note on eligibility for “Aid to Impacted Industries” that is reserved for “certain industries, such as tourism, travel, and hospitality” that were “disproportionately and negatively impacted by the COVID-19 public health emergency.” (pg 36)

What it Means for the Arts: The link between arts and tourism is well documented and proven. Paired with the ability to provide direct support to businesses and nonprofits, governmental units are well within the law to grant funds to arts organizations and businesses. This is the primary section of the guidance that arts advocates should use to gain support at the local level. (Sources: ArtsNC and U.S. Treasury)

<https://artsnc.org/arp-local-fund-guidance-and-arts/>

https://home.treasury.gov/system/files/136/SLFRP_FAQ.pdf



Governor Cooper's ARP state utilization budget proposal recommends and encourages arts & culture support:

The Governor's ARP proposal recommends an allocation of **\$50 million to the NC Department of Natural and Cultural Resources** (\$20 million for Arts, \$8.5 million for History, \$8.5 million for Science, \$8.5 million for Libraries, \$2.25 million for the NC Symphony, and \$2.25 million for the NC Museum of Art) as well as **\$10 million to the NC Department of Commerce to support the State's film industry.** (page 57-58)

The creative economy is important to the economic and social recovery of North Carolina. • The creative economy generates over \$2.1 billion in economic activity, employs over 72,000 fulltime equivalent jobs, and generates \$201.5 million in local and state government revenue.¹ • Due to the pandemic, North Carolina's creative industries lost over 81,000 jobs and approximately \$3.4 billion in sales between April and July 2020. ² • Many, if not all, cultural organizations, including arts, science, and history organizations as well as libraries, have been shuttered or operated at a limited capacity since March 2020. • The Arts, Entertainment, and Recreation nonprofit sector is expected to take nearly 2.5 years to recover from the pandemic.

Americans for the Arts. "Arts & Economic Prosperity 5" https://artsnc.org/docs/NorthCarolina_AEP5.pdf

"The data make clear that the arts are not frills or extras, but rather investments that build social cohesion and strengthen local and state economies—creating jobs, generating government revenue, and growing tourism. With those benefits, it is no wonder that 71% of Americans favor government funding for the arts as a means to address jobs and the economy, and 86% agree that 'the arts are important to local business and the economy.' To capitalize on these benefits, however, government must continue to invest in their artists and arts organizations to ensure they survive the pandemic. Using the same tools and methodology, we know the pre-covid and covid economic impact - Randy Cohen, Vice President of Research at Americans for the Arts



The Need – Covid-19 Pandemic Impact on Durham Arts and Cultural Sector

Durham Arts Council conducted 2 Covid Impact Surveys of Arts/Cultural Sector in 2020, 2021

- * **Job losses** - Respondents report over 2,000 arts and cultural jobs lost
- * **Revenue losses** of well over \$20.5 million in the arts and cultural sector March 2020 – June 2021.
- * 98% organizations surveyed report **difficult to extreme impact**
- * **Over 2 million arts experiences/event attendees lost** and the economic impact that these create
- * **Covid Relief to date as of July 2021 does not meet the full need**
\$6.5 million in grants to arts sector from DAC, NC Arts Council, CARES, SVOG, NEA and private funds so farHowever...

THE FUNDING GAP is \$14 million + and growing

COVID-IMPACT SURVEY DATA

From 78 Durham Arts & Cultural Organizations & Businesses and 114 artists that responded to Covid Impact Survey

- ▶ \$20,556,257 in lost revenues in arts & cultural businesses
- ▶ 240 Employees impacted by furloughs, layoffs or unfilled arts jobs in Durham
- ▶ Over 2,000 Durham artist jobs/contracts cancelled

North Carolina Statewide

- ▶ \$300 million+ lost revenue/sales from shuttered arts nonprofits
- ▶ 10,000 + jobs lost – 36% nonprofit arts jobs lost
- ▶ 63% - over 80,000 unemployed artists and creative workers
- ▶ 1 billion economic impact loss NC Arts Nonprofit Sector
- ▶ \$3.4 billion in lost revenue from the larger NC creative economy

Mary Anne Carter, NEA Chairman, states "The arts account for about \$877 billion of our GDP and that just stopped overnight," she says, adding that arts may be needed more right now than at any other point in U.S. history, not just to help the economy but to help the country heal...

"Times are drastic. Our arts organizations are suffering. They don't know if they're going to survive, let alone reopen."

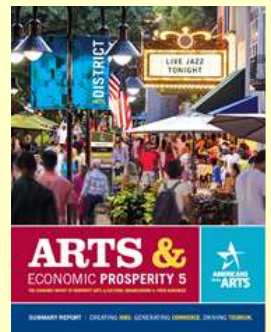


Utilizing City and County ARP Funds to Restart Arts & Culture is a Strong Investment:

- * Will support nearly 6,000 jobs in Durham.
- * Will help rebuild arts and cultural program/event/venue attendance: *2.8 million attendees pre-pandemic.*
- * Multiplier spending of arts/cultural event attendees supports broader economic goals.
- * Arts and Culture provide social, emotional, and physical well-being benefits. *Reference Pg.19*

Durham's Arts & Economic Prosperity 5 data shows major Economic Impact of Non-profit Arts & Cultural sector

data released 2017 – Arts & Economic Prosperity V – Americans for the Arts; study commissioned by Durham Arts Council https://durhamarts.org/wp-content/uploads/2021/01/NC_DurhamCounty_AEP5_CustomizedReport.pdf



* **Economic impact** – Durham's Non-profit arts and cultural sector generates \$154.2 million in annual economic impact. For profit creative sector businesses and artists provide additional impact. The non-profit arts and cultural sector supports nearly 6,000 jobs in Durham.

* **Multiplier economic effect of arts & cultural event attendees leverages investment in the sector:**

Per person spending excluding the cost of admission to the arts/cultural event:

Resident \$ 14.19

Non- Resident \$ 22.24



Pre-Pandemic Impact of Non-Profit Arts & Culture in Durham:




**Economic Impact of
Nonprofit Arts & Culture Industry
DURHAM COUNTY, NC**

Organizations	\$104,619,126
Audiences	\$ 49,550,897
Total	\$154,170,023 Million

AAEPS




DURHAM COUNTY, NC
**Spending by Nonprofit Arts & Culture
Organizations Generates
\$13.4 Million In Government Revenue**

- ✓ **\$6,960,000** Revenue Generated to Local Durham Government
- ✓ **\$6,397,000** Revenue Generated to State Government

AAEPS




DURHAM COUNTY, NC
**Total Arts & Cultural Event Spending by
Nonprofit Arts & Culture Audiences in Durham
(excluding the cost of admission)**

<u>Resident</u>	\$22,504,900
<u>Non- Resident</u>	\$27,045,997
<u>Total</u>	\$49,550,897

AAEPS




DURHAM COUNTY, NC
**Event-Related Attendance by Nonprofit Arts &
Culture Audiences**

<u>Resident</u>	<u>Non- Resident</u>	<u>Total Attendees</u>
1,585,969	1,216,097	2,802,066
\$14.19	\$22.24	\$17.69

(Per person spending excluding the cost of admission)

AAEPS




DURHAM COUNTY, NC
**Spending by Nonprofit Arts & Culture Organizations
& Their Audiences Supports Jobs**

- ✓ **Supports 5,722 FTE jobs in Durham**
- ✓ **\$132,528,000** Household Income Paid to Durham Residents

AAEPS



- In 2018 Durham-Chapel Hill, NC Metro Area ranked #7 on the list of top 10 most arts vibrant medium communities in the U.S. (population 100,000 to 1 million). [NCAR Arts Vibrancy Index Report](#) (See page 27)



DURHAM IS A CRITICAL HUB FOR ARTISTS & ARTS/CULTURAL ORGANIZATIONS IN NORTH CAROLINA

DURHAM HAS MORE ARTS/CREATIVE JOBS BY PERCENTAGE THAN MOST OTHER MAJOR URBAN NC COUNTIES

NC COUNTY	PRIMARY CITY	2018 COUNTY POPULATION	2018 # EMPLOYEES	2018 ARTS & CREATIVE SECTOR EMPLOYEES	PERCENTAGE
CHATHAM COUNTY, NC	SILER CITY, PITTSBORO	69,791	31,532	692	2.19%
DURHAM COUNTY, NC	DURHAM	316,739	170,657	4,481	2.63%
FORSYTH COUNTY, NC	WINSTON-SALEM	379,099	173,934	3,345	1.92%
GUILFORD COUNTY, NC	GREENSBORO	533,670	253,968	4,589	1.81%
MECKLENBERG COUNTY, NC	CHARLOTTE	1,090,000	587,011	12,785	2.18%
ORANGE COUNTY, NC	CHAPEL HILL	142,938	73,172	1,699	2.32%
WAKE COUNTY, NC	RALEIGH	1,090,000	586,724	15,628	2.66%
SOURCE: DATA USA					
https://datausa.io/					
Classification: Arts, Design, Entertainment, Sports, Media					
DURHAM HAS MORE ARTS/CREATIVE JOBS BY PERCENTAGE THAN OTHER MAJOR URBAN COUNTIES; EXCEPT WAKE					

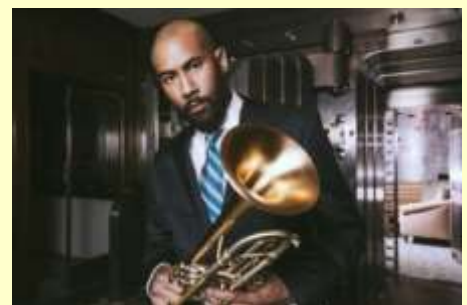


THE ASK:

2.62% OF AMERICAN RESCUE PLAN FUNDING FROM CITY & COUNTY AS INVESTMENT IN DURHAM'S ARTS & CULTURAL SECTOR PANDEMIC RECOVERY & RESTART:

AMERICAN RESCUE PLAN			
PROJECT BUDGET - ARTS & CULTURAL SECTOR	FEDERAL ARP ALLOCATION	2.624%	
CITY	\$ 51,881,733.00		
COUNTY	\$ 62,445,275.00		
TOTAL	\$ 114,327,008.00	\$	3,000,055.00
AMOUNT PER YEAR TOTAL	YEAR 1	YEAR 2	TOTAL
AMOUNT PER YEAR CITY	\$ 750,013.75	750,013.75	\$ 1,500,027.50
AMOUNT PER YEAR COUNTY	\$ 750,013.75	750,013.75	\$ 1,500,027.50
			\$ 3,000,055.00

NOTE: Durham City Council approved a "Penny for the Arts" in 1994 – this was nearly achieved for several years, but there was not a commitment long term by future Councils. In 2020, based on property tax rate, a 1 cent allocation would be \$3.4 million annually. **This ARP proposal asks for a one-time investment of \$1.5 million per year for 2 years equally split by City and County.**



CREATIVE SECTOR INVESTMENT FROM AMERICAN RESCUE PLAN FUNDING – PROPOSED PROGRAMS:

1. ARTS & CULTURE RESTART GRANTS – ORGANIZATIONS	Grants to support arts organization recovery and restart of their programming. Special focus on providing arts access for all Durham residents and neighborhoods.	Economic Driver: Jobs, drawing attendees and their multiplier spending; dollars to local vendors Racial Equity: ensure equitable funding to BIPOC-led orgs reflective of Durham demographics
2. ARTS & CULTURE RESTART GRANTS – ARTISTS	Artist support grants and fellowships for projects or professional development & technical support. Grants for teaching artists that serve Durham schools in arts education and arts integration programs.	Economic Driver: Retain a creative workforce, drawing attendees and their multiplier spending; dollars to local vendors Racial Equity: ensure equitable funding to BIPOC artists reflective of Durham demographics
3. CAPACITY DEVELOPMENT & DEAI TRAINING	Professional services for Diversity, Equity, Access, & Inclusion training for arts & cultural orgs & artists. Professional development & capacity building; especially to support small orgs & arts entrepreneurs.	Economic Driver: supports development of successful business models with diverse staff, programming, services. Racial Equity: ensures access to DEAI training and resources; help for small and BIPOC orgs to build business capacity
4. CULTURAL CAPITAL FUND	Funds (low interest loans or grants) for arts facilities that will help drive economic development and success.	Economic Driver: expand/improve arts & cultural facilities' ability to program & attract audience Racial Equity: ensure diverse funding
5. CULTURAL MASTER PLAN #2 - PLANNING SUPPORT	Funding for planning consultants, community engagement, project management	Economic Driver: creates roadmap for future arts and cultural development, sector growth, attendance which drives dollars. Racial Equity: ensure that BIPOC organizations & artists are at the table and key to future initiatives.
6. PUBLIC ART/CREATIVE PLACEMAKING INITIATIVES	Grants for public art, placemaking projects of a scale that is transformative and creates economic development and arts jobs.	Economic Driver: transforms a district and drives visitors; helps adjacent businesses; jobs Racial Equity: projects that support diverse vendors, arts orgs
7. ARTS & CULTURE RESTART MARKETING CAMPAIGN	Advertising, promotion of arts and cultural events to help drive pandemic recovery. Focus advertising in local media, local journalism outlets aids their sector; Partner with Discover Durham to create regional campaign.	Economic Driver: drives economic recovery of arts orgs, artists, & media Racial Equity: ensure BIPOC led media outlets included in ad buys; market a diverse array of programming to diverse audiences.

8. ADMINISTRATION & STAFF SUPPORT FOR PROJECTS OVER 2 YRS	1 to 2 FTE (depending on funding received) to support scope and project management.	Economic Driver: jobs, builds capacity to carry out scope of this recovery work. Racial Equity: ensure diversity in hiring
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PROPOSED ALLOCATION OF ARP FUNDING ACROSS PROJECT AREAS:

	GRAND TOTAL	YEAR	YEAR
PROJECTS	@ 2.62%	1	2
ARTS & CULTURE RESTART GRANTS - ORGANIZATIONS	\$ 1,400,000.00	\$ 700,000.00	\$ 700,000.00
ARTS & CULTURE RESTART GRANTS - ARTISTS	\$ 350,000.00	\$ 175,000.00	\$ 175,000.00
CAPACITY DEVELOPMENT & DEAI TRAINING	\$ 80,000.00	\$ 40,000.00	\$ 40,000.00
CULTURAL CAPITAL FUND	\$ 400,000.00	\$ 200,000.00	\$ 200,000.00
CULTURAL MASTER PLAN #2 - PLANNING SUPPORT	\$ 300,000.00	\$ 150,000.00	\$ 150,000.00
PUBLIC ART/CREATIVE PLACEMAKING INITIATIVES	\$ 175,000.00	\$ 87,500.00	\$ 87,500.00
ARTS & CULTURE RESTART MARKETING CAMPAIGN	\$ 130,000.00	\$ 65,000.00	\$ 65,000.00
ADMINISTRATION & STAFF SUPPORT FOR PROJECTS OVER 2 YRS	\$ 165,055.00	\$ 82,527.50	\$ 82,527.50
	\$ 3,000,055.00	\$ 1,500,027.50	\$ 1,500,027.50

NOTE FOR SCALE REFERENCE: Organization Grants – If 70 arts/cultural organizations apply for funding, and if each received an equal amount, the \$1,400,000 in Organization Funding would only provide a \$10,000 grant per year for each organization. This is a reference to the fact that \$1,400,000 seems like robust funding, however when potentially spread across an entire sector, the funding is modest, but will be incredibly important.

ADMINISTRATION OF FUNDS:

Durham Arts Council (DAC) is well-positioned to administer and provide regranting processes for ARP project funds. DAC has successfully operated grant and job programs for the arts and culture sector – organizations and artists – for over 40 years. DAC operates with online grant application and reporting software and recruits diverse panels of arts and cultural professionals to conduct application reviews and award processes. DAC works to ensure equitable funding to reflect the community that we serve. Since March 2020 when the pandemic began, DAC has granted funds to 78 arts and cultural organizations, and 140 artists, ensuring over 50% of funding to BIPOC organizations and artists of color. Currently, DAC is providing 9 grant programs to organizations and artists, including recently managing a complex NC CARES grant program in partnership with the NC Arts Council and state auditor office. All grant contracts and reporting are carefully monitored with solid controls with recipients and strong internal controls coordinated



with our external auditor. DAC proposes partnering with St. Joseph's Historic Foundation – Hayti Heritage Center on the project area of individual artist grants to expand our reach to diverse artists. For the Capacity and DEAI grants and training, DAC will establish a local advisory committee and a partnership with the North Carolina Arts Council's new state-wide DEAI training program, and will also collaborate with the City of Durham's Racial Equity Office. Work for the Cultural Master Plan #2 would be a collaboration with the Durham Cultural Advisory Board, a master plan sub-committee and Durham Arts Council. The Cultural Capital

Fund would be administered by DAC, with input on the review panel from representatives of the Cultural Advisory Board. DAC proposes partnering with the Durham Public Art Committee on the project area of Public Art/Creative Placemaking. DAC will partner with Discover Durham on the marketing/advertising program.



OUTCOMES of ARP INVESTMENT IN ARTS & CULTURE

- **RESTARTING ARTS & CULTURE ORGANIZATIONS, VENUES, ARTIST BUSINESSES – ENSURING RECOVERY AND SURVIVAL**
- **POSITIVE CULTURAL EXPERIENCES FOR DURHAM RESIDENTS**
- **ATTRACTING AND INCREASING TOURISM**
- **THRIVING CREATIVE BUSINESSES**
- **RETENTION OF TALENT**
- **POSITIVE ECONOMIC GROWTH**



THE RIPPLE EFFECT

INVESTING IN THE CREATIVE ECOSYSTEM PRODUCES A RIPPLE EFFECT: • A VIBRANT, THRIVING ECONOMY, NEIGHBORHOODS THAT ARE MORE LIVELY, COMMUNITIES MORE ENERGIZED, AND TOURIST AND RESIDENTS DRAWN TO AN AREA • A MORE CONNECTED POPULATION WITH DIVERSE GROUPS SHARING COMMON EXPERIENCES, SHARING NEW PERSPECTIVES, AND UNDERSTANDING EACH OTHER BETTER.



A healthy arts and cultural sector is a catalyst to recovery and well-being for the entire Durham community! Pre-pandemic, over 2.8 million arts and cultural experiences were provided annually by Durham's organizations and artists. ARP can help rebuild the sector.

Why is this ARP Investment in Durham Arts & Culture So Important?

DURHAM ARTS & CULTURE SECTOR IS VIBRANT BUT FRAGILE – COVID CHALLENGES SUSTAINABILITY

The Need for More Arts & Cultural Sector Investment

Even before the Pandemic, the arts and cultural organizations of Durham needed more financial support and capacity building. Of the many arts and cultural organizations the Durham Arts Council serves, 55 organizations regularly apply to DAC for cash grants and facility space grants. Of these 55 organizations in FY2018, twelve organizations experienced a year end deficit ranging from 1% to 4% of budget, totaling \$370,070. The remaining 43 organizations, while showing break even or slight surplus for the year, did not appear to have the ability to sustain major setbacks, or an “off” year in fundraising.



Now, as a result of 19 months in the Covid-19 pandemic, arts and cultural organizations are struggling to survive, to reopen, and to become sustainable again.

In our strategic plan stakeholder feedback work, the arts organizations and artists all expressed the need for more grant funding, more training in fundraising, capital investment, and more capacity building skills.

Even in good times, there are very few arts and cultural non-profits in Durham that have the capacity to maintain the resources necessary to be considered robust – i.e. be able to maintain and pay adequate staffing every year; produce programs and continue their mission development during times of erratic income. Many survive through the nimbleness of volunteers and staff covering multiple jobs, or programming adjusted to fit available resources. Some organizations are new emerging groups with missions that address the diverse and evolving vibrancy of Durham – these may be more fragile “startups” but still vitally important in building a vibrant cultural ecosystem for our community. BIPOC organizations are exponentially smaller and much more fragile.

Not all emerging groups will survive long-term, but it is incredibly important to support arts and cultural groups that strive to meet new community needs or express fresh artistic ideas for Durham’s citizens to experience and share.

- **Key programs and service needs expressed by Durham arts and cultural organizations and artists during our DAC Strategic Planning and in DAC's Covid Impact Survey:**

Grants

- Grants to rehire staff and restart programs
- Strengthen the financial underpinning of arts and cultural nonprofits
- Funds for capital improvements and capacity building
- Scholarships, stipends to attend training.
- More incentivized efforts to encourage cross pollination between arts and other sectors, business, tourism, economic development, urban planning

Training

- Connecting arts and cultural organizations with local audience and business building opportunities
- How to connect what they do with Arts employment, gigs; artist residencies
- Training and resources for Diversity, Equity, Access & Inclusion
- Training, mentoring, master classes in my art form.
- Fundraising and sponsorship training; Grant and proposal writing
- How to package and promote yourself as an artist or arts organization
- Marketing and Audience development training

Promoting, Showcasing, Selling Artwork/Arts Services

- Strengthening collaboration and communication in the arts and cultural sector
- Information about opportunities to sell & share art work, get bookings
- Providing programs that give them opportunity to show/sell their work such as arts festivals, performances, events, gallery exhibits
- Providing marketing and visibility resources for the sector, such as more impactful advertising, increased visibility, networking, sales, employment for artists and cultural organizations.





Please support the arts and cultural sector with the requested ARP funds investment. Help our arts and cultural organizations and artists recover and restart after a much too long intermission.

WE ARE ASKING OUR CITY AND COUNTY TO INVEST FOR THE FUTURE AND THE SURVIVAL OF OUR ARTS & CULTURAL SECTOR.

ADDITIONAL BENEFITS OF SUPPORTING RECOVERY OF THE ARTS & CULTURE SECTOR:

Research Has Proven the Social, Emotional, and Physical Well-being Benefits of the Arts:

“ Why We Need Arts in Times of Crisis”

“This is a time to value the arts. Whether big or small, sidewalk chalk art or community murals, art makes a difference in how we live our lives.

The arts create wellness in our day-to-day lives by helping us process our lives individually and allowing us to come together collectively. Art allows us to communicate from afar, generating positivity, appreciation and hope during COVID-19. In times of social injustice and unrest, art amplifies important voices and messages. <https://www.artworkarchive.com/blog/why-we-need-arts-in-times-of-crisis>

Health Benefits of the Arts

<https://www.medicalnewstoday.com/articles/320947>

Drawing, painting, or molding objects from clay has been scientifically proven to help people to deal with different kinds of trauma. In a comprehensive article on [*The Connection Between Art, Healing, and Public Health*](#) [Trusted Source](#), Heather L. Stuckey and Jeremy Nobel say that “[a]rt helps people express experiences that are too difficult to put into words, such as a diagnosis of [cancer](#).”

“[A]rtistic self-expression,” they continue, “might contribute to maintenance or reconstruction of a positive identity.”

A number of studies have also found that writing — expressive writing, in particular, which requires participants to narrate an event and explain how it affected them — can help people to overcome trauma and manage negative emotions. [*The Connection Between Art, Healing, and Public Health: A Review of Current Literature*](#) *cited from a highly respected database from the National Institutes of Health.*



STATEMENTS OF SUPPORT (some letters are in progress)

Attached letters:

- * Geoff Durham, CEO – Greater Durham Chamber of Commerce
- * Duke University
- * Durham Cultural Advisory Board
- * Museum of Life and Science

Letters in progress:

- * Mary Duke Biddle Foundation
- * Triangle Community Foundation
- * Discover Durham
- * Durham Arts Council Board of Trustees
- * Independent Artists coalition
- * North Carolina Central University
- * Durham Technical Community College
- * Downtown Durham, Inc.
- * Capitol Broadcasting
- * Durham Public Schools
- * American Dance Festival
- * Carolina Theatre
- * Hayti Heritage Center – St. Joseph's Historic Foundation
- * Teaching artists coalition
- * Full Frame Documentary Film Festival

Additional.....

List of Arts & Cultural Organizations and Artists that
Durham Arts Council has funded with grants during the Covid-19 Pandemic.

Over 50% of funding granted to BIPOC organizations and artists of color.

Over \$700,000 + in cash grants awarded from DAC since pandemic began.



78 Organizations funded by Durham Arts Council during Pandemic:

100 Men in Black Male Chorus, Inc.	Durham Medical Orchestra Foundation
5 Points Gallery - formerly Pleiades Arts, Inc.	Durham Symphony Orchestra
African American Dance Ensemble	Empower Dance Foundation
American Dance Festival	Eno River Association / Festival for the Eno
Artists Standing Strong Together	Family Bizness LLC
ArtzHub	Fruit Ops (dba The Fruit)
Audio Under the Stars	Gaspard&Dancers
Backbone Press	Girls Rock NC
Blackspace	Horse & Buggy Press
Bulldog Ensemble Theater	Indie Strings
BUMP: The Triangle	Kidznotes
Carlota Santana Spanish Dance Arts Company	Liberty Arts, Inc.
CAROLINA THEATRE OF DURHAM INC	Living Arts Collective
Cecy's Gallery, LLC	Mallarme Chamber Players
Chakra Con LLC	Mettlesome
Chamber Orchestra of the Triangle	Museum of Durham History
Choral Society of Durham	Myst Mayhem Studios
Claymakers Arts Community, Inc.	Nasher Museum of Art at Duke University
Common Woman Chorus	NC Youth Tap Ensemble
Country Soul Songbook (Fiscal Sponsor: North Star Church of the Arts)	Nina's School of Dance
Duke University String School	No Regret Productions LLC
Durham Ballet Theatre	North Carolina Arts in Action
Durham Children's Choir, Inc.	North Carolina Folklife Institute
Durham Chorale	North Carolina Jazz Ensemble
Durham Community Concert Band	NorthStar Church of the Arts
	Oxente Brazilian Arts

Pleiades Arts

Rags To Riches theatre for young audiences

Reality Ministries

Second Shift A Capella

ShaLeigh Dance Works

Sonic Pie Productions, LLC

Southern Documentary Fund

Spectacular Magazine

St. Joseph's Historic Foundation, Inc.

StandUp-SpeakOut of NC

The Art of Cool Project

The Artisan Market at 305

The Beautiful Project

The Carolina Wren Press, LLC

The Center for Documentary Studies for the Full Frame
Documentary Film Festival

The Durham Art Guild Inc.

The Durham Savoyards, Ltd.

The Mill Stage at Golden Belt

The Scrap Exchange, Inc.

Threshold Inc

Triangle ArtWorks, Inc.

Triangle Friends of African American Arts

Triangle Youth Ballet

Walltown Children's Theatre

Whistle Stop Tours

Young People's Performing Company

140 Individual Artists funded by Durham Arts Council during Pandemic:

Adam Sobsey

Albert Strong IV

Alex Morelli

Alexander Weiss

Alexandria Glenn

Allie Mullin

Allison Darcy

Alonzo Hedgpeth

Alyssa Noble

Amy Godfrey

Anna Jeffries

Anna Wagner

Anole Harper

Anthony Patterson

Antonio Alanis

Asha Balasubramanian

Austin Royal Copeland

Ava LaVonne Vinesett

Bashir Shakur

Beverly Botsford

Bliss Floccare

Boleyn Willis-Zeger

Caique Vidal de Oliveira

Candy Carver

Carlos Gonzalez

Carolyn Bahar

Carolyn I Shull

Chandra Pulliam

Chieko Nurasugi

Chloe Crawford

Christopher Williams

Cooper Uglow

Courtney Potter

Curry Wilkinson

Curtis Eller

Cynthia Harrell

Dalton Hughes

Daniel Dick

Danielle James

Darion Alexander

Darryl Smith

David Binanay

Debbie Long

Debbie Vu

Desiree Dixon

Doreen Jakob

Dwayne Jordan

Elizabeth Leigh

Emilio Jesus Taiveaho Pelaez	Keval Kaur Khalsa-Y.O.G.A. for Youth	Paula Lauzon
Emily Musolino	Khalisa Rae Thompson	Phil Cook
Eric Serritella	Kimberley Cartwright	Pilar Timpane
Erim Akpan	Kimberly Kulhanek	Rachel Despard
Eyerys Ember	Kimberly Megan Yankee	Ramya Kapadia
Felicity Palma	Kristine Remlinger	Rebecca Hulett
Gabriel Reynolds	Kym Register	Rick Grime
Gaspard Louis	LaSaundra Booth	River Takada-Capel
Gesche Wuerfel	Lateefah Ruff	Rush Dorsett
Harold Hubbard	Laurece West	Sara McCreary
Ivan Liotchev	Lauren Morton	Sarah Law
JaMeeka Holloway-Burrell	Lawrence Davis III	Sayaka Tanaka
James Gray	Linda Gorham	Shannon Kelly
Jeannette Brossart	Logan Britt	Stacey Kirby
Jeremy Clemons	Luciano Suarez	Stacy Rexrode
Jinxu Zhao	Maria Britton	Stafford Berry
Joan Fabso Cassell	Maria Geary	Stephanie Ford
Johanna Burwell	Mario Schambon	Stephen Coffman
John Osburn	Mark Iwinski	Susan (Catherine) Edgerton
Jonathan Green	Martha Paris	Sydney Sogol
Jose Pereira	Maya Freelon	Taylor Sharp
Julia Whitt Belch	McDaniel Roberts	Tedd Anderson
Julie Hinson	Megan Clark	Teli Shabu
Justin Cook	Megan Oteri	Troy Kryzalka
Justin Tornow	Meredith Snow	Valencia Lipscomb
Kamara Thomas	Milbre Burch	Vania Claiborne
Karen E Novy	Mimi Herman	Victoria Smith
Karen Mason	Myra Stotesbury	Willa Brigham
Kathie Guild (Puppet Show Incorporated)	Mysti Naholnik	William T. Ogonowski
Katina Parker	Natalie J Gilbert	Yuron Washington
	Nyssa Collins	Zachary Gossett

"The DAC grant was not only a timely and much needed lifeline, but also reminds us of the support we have from our community. And for now, that just means so much to us and keeps us motivated to press on and try to hold on!" Karen Casey, The Artisan Market at 305, regarding their Arts Recovery Fund grant from Durham Arts Council.



"On behalf of Kidznotes, I thank you for this award, and for your partnership with NC Arts Council in not just recognizing that arts organizations need this continued support, but for taking the necessary steps to advocate for and secure funding to ensure that we can continue to do our necessary work." Shana Tucker, KidZNotes Executive Director, regarding their NC CARES for Art grant from Durham Arts Council.



"WOW! This is a fantastic surprise—thank you for notifying me. I'm so grateful for all y'all have done to keep the Durham arts scene flourishing during a truly awful season. The fact that we have survived is in part thanks to DAC's generosity and hustle. Bravo!"

Emily Lassiter of the Claymakers Arts Community, regarding the general operating support grant they received from Durham Arts Council as part of the Big Night In for the Arts television special/campaign.

"Thank you for your continued support of the Hayti Heritage Center. Your general operating grant will certainly help as we continue the road to recovery. Part of our plan for re-opening includes expanding our capacity - i.e., staff - so general operating support is especially helpful.

Thank you again, and thank you for all you do to support the arts in Durham."

Angela Lee, Executive Director, Hayti Heritage Center upon receiving Season, NC CARES, Arts Recovery, and Big Night In for the Arts grants from Durham Arts Council



"Thank you (DAC) for all the efforts to help the arts sector thrive, especially during such challenging times.

*With infinite gratitude,
The entire NC Arts In Action Team"*

*Marlon Torres, MBA, CAE, PMP
Executive Director*

Upon receiving NC CARES and Big Night In grants





NOW WE ARE ASKING OUR CITY AND COUNTY TO INVEST FOR THE FUTURE AND THE SURVIVAL OF OUR ARTS & CULTURAL SECTOR

WE ARE ASKING CITY AND COUNTY TO EACH PROVIDE \$1.5 MILLION OVER TWO YEARS FROM ARP FUNDS FOR A TOTAL OF \$3 MILLION IN ARP FUNDS.

Thank you for your consideration of this ARP support request!

Sherry DeVries
Executive Director
Durham Arts Council
120 Morris St.
Durham, NC 27712
sdevries@durhamarts.org





Creating a Vibrant Community Through the Arts!

120 Morris Street * Durham, NC 27701

www.durhamarts.org