

arts council
2007.2008
annual report

The arts fuel
creativity and
power innovation
which are
necessary
for a thriving
economy.

arts council
A LETTER FROM THE BOARD CHAIR
annual report





As we reflect on the 2007–2008 year at The Arts Council of Fayetteville/Cumberland County, it is evident that our Board of Trustees, staff, and volunteers have worked diligently as champions for the arts in our community. We have collaborated with artists, students, educators, business owners, government and civic leaders, administrators, and members of our military.

As you look through this report, you will see that the Arts Council has had a significant economic impact in our community. Nearly \$545,000 was invested in arts programs through grants for Operating Support, Project Support, Regional Artist Projects and Artists in Schools. Our advocacy efforts this year contributed to the North Carolina General Assembly's 2008-09 budget that includes increases of \$500,000 for Grassroots Arts and \$175,000 for basic grants programs of the North Carolina Arts Council. Additionally, cARTwheels, an educational touring program of professional performing arts organizations received \$1,000,000. In 2007-2008, our Arts Council administered this hugely successful program for third graders in Cumberland and Hoke counties.

The Arts Council touches virtually every aspect of our community, because the arts make this a better place to live and work. As a business owner, I know first-hand how important it is for us to ensure a vibrant arts community. We work with military units around the world. Our customers tell us they WANT to come back to retire in Fayetteville because there is so much to do and see!

Advocates of the arts, who are vital to our success, understand this principle: The arts are not simply just an enjoyable way to spend time, but more importantly, the arts help us explore our relationships with one another, the arts build bridges between neighbors, the arts engage students in new ways of learning, and the arts bring us to a greater understanding of one another.

Thank you for being a friend to the Arts Council and thank you for the many ways in which you make our home a better place to live, work, play, and learn.

Sincerely,

Jean Schaefer Moore

Arts Council of Fayetteville/Cumberland County

President, Board of Trustees

INVESTING IN OUR CULTURAL IDENTITY AND **grants** GROWTH

Grants

\$534,696 in Arts Funding

When art flourishes in a community so does its quality of life, which explains why The Arts Council of Fayetteville /Cumberland County is pleased to have invested \$544,385 in grants. This investment directly impacts arts agencies, multi-disciplinary projects, programs in schools, and individual artists.

Operating Support – \$328,450

Awarded to local arts agencies in Cumberland County, Operating Support Grants help support agencies that are vital to our cultural life. These organizations have reached a size and maturity that assure their long-term viability. Operating Support Grants strengthen and stabilize major arts institutions and help them to deliver high quality arts services to the citizens of Cumberland County.

- Cape Fear Regional Theatre
- Fayetteville Museum of Art
- Fayetteville Symphony Orchestra
- Cape Fear Studios

Project Support Grants – \$100,000

Project Support Grants are awarded to local non-profit agencies in Cumberland County, who produce programs of artistic merit and who demonstrate financial and administrative stability. Project Grants recognize and support exemplary forms of artistic expression, both contemporary and traditional, in the visual arts, the performing arts, literature, media arts and the folk arts. Major Project Grants are reserved for arts and are culturally-focused, first-time projects with major community impact. These projects leave a lasting legacy and encourage and promote tourism in the region.

Regional Artist Project Grants – \$20,845

Awarded to 14 artists from six counties were Regional Artist Project Grants, representing an award increase of 38% from 2006-2007. Three of the 14 artists received full funding after 59 applications from 11 counties. Such financial support to a broad range of exceptionally talented multi-disciplinary artists will significantly impact the advancement of their careers. The Arts Council administers the program for a 15-county consortium (Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson and Scotland counties).



Artist in the Schools Grants – \$85,401

The Arts Council's Arts In Education program reaches more than 40,000 students and includes the Artists In Schools program. This is a matching grant program for artist residencies, assembly performances or workshops. Seventy-one schools this year benefited from the program. The Arts Council partners with Cumberland County and Fort Bragg schools along with a variety of individual artists, artist companies and local arts agencies to build collaborations between schools and cultural resources. Artists available for this program are listed in the Artists in Schools Directory published yearly by the Arts Council.

A partnership between Cumberland County schools, Fort Bragg schools, the North Carolina Arts County, the City of Fayetteville and Cumberland County supports this program.

Alma Easom Elementary School
 Anne Chesnutt Middle School
 Ashley Elementary School
 Beaver Dam Elementary School
 Ben Martin Elementary School
 Bowley Elementary School
 Breezewood Christian School
 Brentwood Elementary School
 Butner Elementary School
 C. Wayne Collier Elementary School
 Cumberland High School- A.G. Program
 Cumberland Road Montessori
 Devers Elementary School
 District 7 Elementary School
 E. Melvin Honeycutt Elementary School
 Ed Baldwin Elementary School
 E.E. Miller Elementary School
 E.E. Smith High School
 Elizabeth Cashwell Elementary School
 Fayetteville Academy School
 Ferguson Easley Elementary School
 Fuller Performance Learning Center
 Gallberry Farm Elementary School
 Glendale Acres Elementary School
 Grays Creek Elementary School
 Grays Creek High School
 Grays Creek Middle School
 Hillsboro Street Elementary School
 Holbrook Elementary School
 Howard Hall Elementary School
 J.W. Coon Elementary School

J.W. Seabrook Elementary School
 Lake Rim Elementary School
 Long Hill Elementary School
 Loyd E. Auman Elementary School
 Luther Nick Jeralds Middle School
 Margaret Willis Elementary School
 Mary McArthur Elementary School
 Massey Hill Classical High School
 McNair School
 Montclair Elementary School
 Morganton Rd. Elementary School
 Murray Elementary School
 Northwood Temple Academy
 Ponderosa Elementary School
 Pope School
 Raleigh Rd. Elementary School
 Reid Ross Classical School
 Seventy-First Classical Middle School
 Seventy-First High School
 St. Patrick's School
 Stedman Primary School
 Stoney Point Elementary School
 Sunnyside Elementary School
 Terry Sanford High School
 Vanstory Elementary School
 Warrenwood Elementary School
 CATO Initiatives Grants
 Beaver Dam Elementary School
 Jack Britt High School
 Manchester Elementary School
 Maxx Abbott Middle School

cARTWheels

Through cARTWheels, 5,000 third graders from Cumberland and Hoke counties experienced live theater, many for the very first time as they attend an Opera Carolina's performance of The Pirates of Penzance. This classic musical with six free performances for the elementary students was performed at Fayetteville State University's Seabrook Auditorium. With financial help from The Arts Council of North Carolina, The Arts Council of Fayetteville/Cumberland County facilitated the cARTWheels with the public school systems, the show's venue and the opera company. This special performance was tailored and shortened for this young audience.

THE ARTS CREATE VIBRANT COMMUNITIES AND MAKE

Voting Member Group Organizations

The Arts Council of Fayetteville/Cumberland County serves as a resource to support those whose primary missions are to pursue artistic and/or cultural activities. As such a resource, the Arts Council offers voting member groups:

- Educational Opportunities through the Duke non-profit management classes
- Festival Park Space Grants as awarded by the City of Fayetteville Parks and Recreation Department and administered by the Arts Council.
- Access to office equipment
- Office/Meeting space
- Guidance on publicizing/promoting agencies and programs
- Consultation on technical and informational support including budgeting, marketing, board development, volunteerism, finance, database development and other management issues
- Management of Liberty Point for Cape Fear Botanical Garden, Dogwood Festival and Fayetteville Symphony Orchestra

Voting member groups of the Arts Council:

- Airborne & Special Operations Museum
- Cape Fear Ballroom Dancers
- Cape Fear Basketmakers
- Cape Fear Botanical Garden
- Cape Fear Regional Theatre
- Cape Fear Studios
- Cumberland Co. Chapter/NC Symphony
- Community Concerts of Fayetteville Inc.
- Cumberland Oratorio Singers

- Dance Theatre of Fayetteville
- Fascinate-U Children's Museum
- Fayetteville Dogwood Festival
- Fayetteville Art Guild
- Fayetteville Museum of Art
- Fayetteville Symphony Orchestra
- Friends of the Cumberland County Library
- Garden Club Council of Fayetteville
- Gilbert Theatre
- Museum of the Cape Fear
- Tarheel Quilters Guild
- Writers' Ink Guild

Arts Information

- Administered and managed June Concert Series at Festival Park
- Provided publicity and meeting space for Duke Non-Profit certificate program
- Maintained Community Arts Calendar with artist opportunities and arts information of the Arts Council's website
- Published monthly newsletter through The Weekender
- Hosted monthly community channel television show, ArtWorks!
- Promoted arts and cultural events through media

**US PROUD OF
where we live. The
arts help citizens
work with others in
their communities
and help create
positive attitudes
about where we
live, which in turn
helps tourism
and economic
development
efforts.**

Arts Advocacy, Membership & Support

- Arts Council volunteers performed more than 3,888 hours of service. This translates into \$66,640.32, using North Carolina's per hour rate for volunteers.
- The International Folk Festival utilized over 220 volunteers over a 3-day period.
- Many of our volunteers are students in local high schools and colleges. Their volunteer service not only helps the Arts Council to implement events, but also helps the community come together, and lets the students get community service hours for graduation requirements.
- Arts Council volunteers also participate in Ushering for the Arts. For every volunteer, who ushers for an event at the Crown Coliseum Complex, a donation is paid directly back to the Arts Council. This money goes right into programs for artists and the community, such as 4th Friday, International Folk Festival, etc.

Education

- Coordinated artists participation in 21st Century Community Learning Centers
- Facilitated workshops for Non-Profit Management certificate program through Duke University Continuing Education Program
- Supported the Institute for Community Leadership on year-long basis
- Coordinated Arts Day for the Chamber of Commerce's Leadership and Youth Leadership Fayetteville programs
- Conducted staff and board retreats and orientation
- Conducted annual Veterans Poster Contest in honor of Veterans Day in Cumberland County Schools
- Supported Fayetteville Beautiful initiative through coordination of a poster contest
- Provided two artists for the Carolina Highlands in relationship to the Arts and Health Care Initiative

Community Support/Partnerships

- Main Street Program
- Festival Park Development Team
- Festival Park Management Team
- Public art in Festival Park
- Cumberland County Library's Assessment Committee
- Interagency Council
- Cultural Arts Network
- Linear Park Committee
- Arts and Culture Day for Leadership Fayetteville
- City of Fayetteville
- Cumberland County
- Public Art Master Plan Committee (PAMPC)
- BRAC - Base Realignment and Closure project
- Fayetteville Beautiful Committee
- Downtown Alliance
- Arts and Culture Day for Leadership Fayetteville
- Cultural Tourism Committees
- Convention and Visitors Bureau Cultural Heritage Committees
- Fayetteville-Cumberland County Chamber of Commerce
- Office Mayor art exhibits
- Army Community Heritage Program
- HomegrownHandmade.com Trail Committee for region

Arts Council Exhibitions & Events

The Arts Council's Community Arts Programs and Services provide a number of opportunities that contribution to our community's well being and in Fayetteville/Cumberland County stimulate economic development through the arts. The Arts Council provides a venue for evolving professional visual artists to compete for cash awards and to share their talents with the public. Each art exhibition opens with a Fourth Friday celebration that attracts up to 2,500 people to our facility that evening. The Arts Council's effort to promote arts related programming draws thousands to historic downtown each month.



4th Fridays

July 27 – Fine Art Juried Competition

Music by O.A. Champion

August 24 – August's Amazing Authors, meet and greet and book signing of regional authors

Continuation of Fine Art Juried Competition.

September 28 – Exhibition of art and artifacts celebrating the International Folk Festival's Host Country Panama, folk dancers from Panama and the International Dog Show.

October 17 – Oncology on Canvas, art by cancer survivors around the world, sponsored by Cape Fear Valley Health System Cancer Center and Eli Lilly.

November 23

A Dickens Holiday featuring arts and crafts of local artists.

January 25 – March 15

Perspectives: The works of Silvana Foti, Tom Grubb, Socorro Hernandez-Henek and Sean McDaniel.

February 23 – Affair of the Heart, sponsored by Cape Fear Valley Health System. Continuation of Perspectives

March 28 – April 19, 2008

Fayetteville Art Guild Juried Competition

April 25 – May 17, 2008

Public Works: works by all aspiring and professional artists, sponsored by PWC.

May 23 – June 6

Cumberland County Schools High School Art Competition

June 27

Recycle Its Second Nature, sponsored by the City of Fayetteville.

Music by B.I.G., Brothers Igniting a Groove.



INTERNATIONAL FOLK FESTIVAL PARADE OF NATIONS

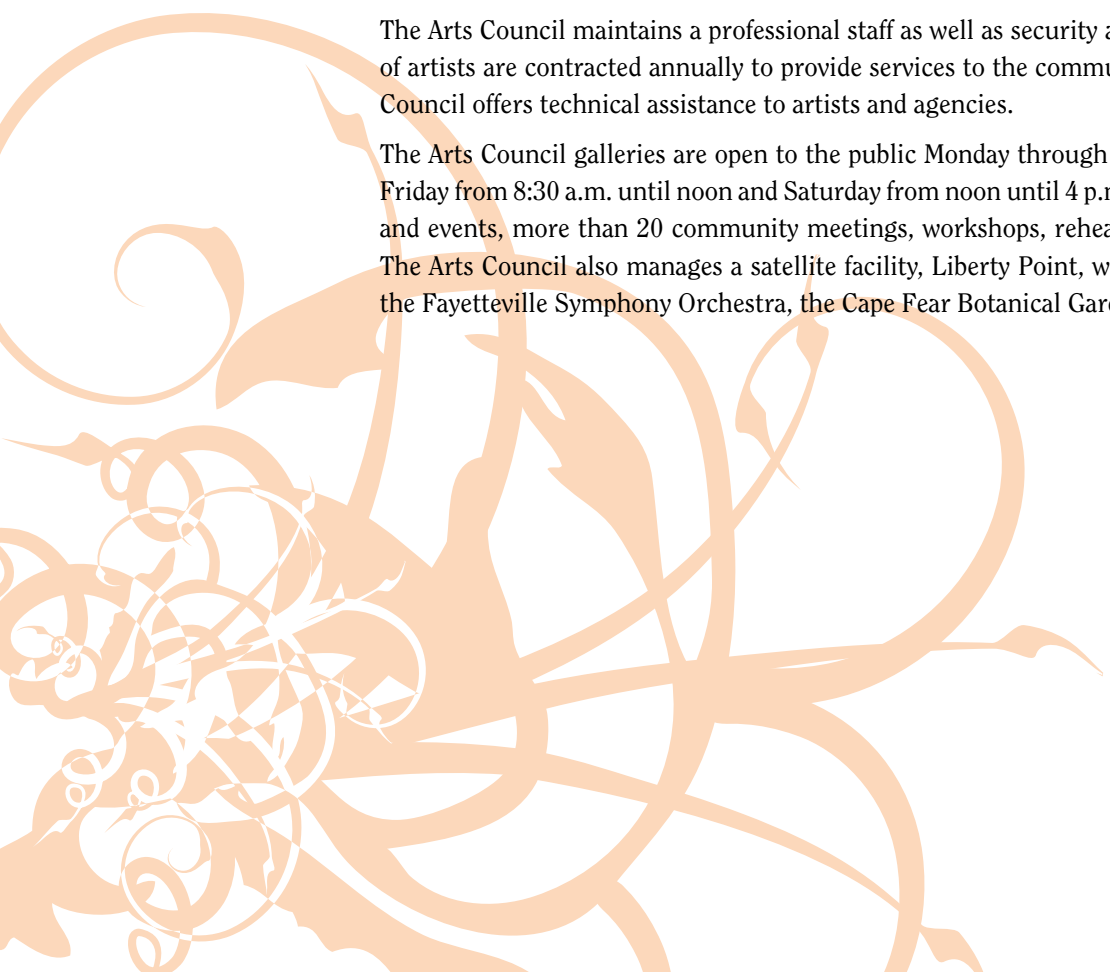
Special Events Produced by the Arts Council

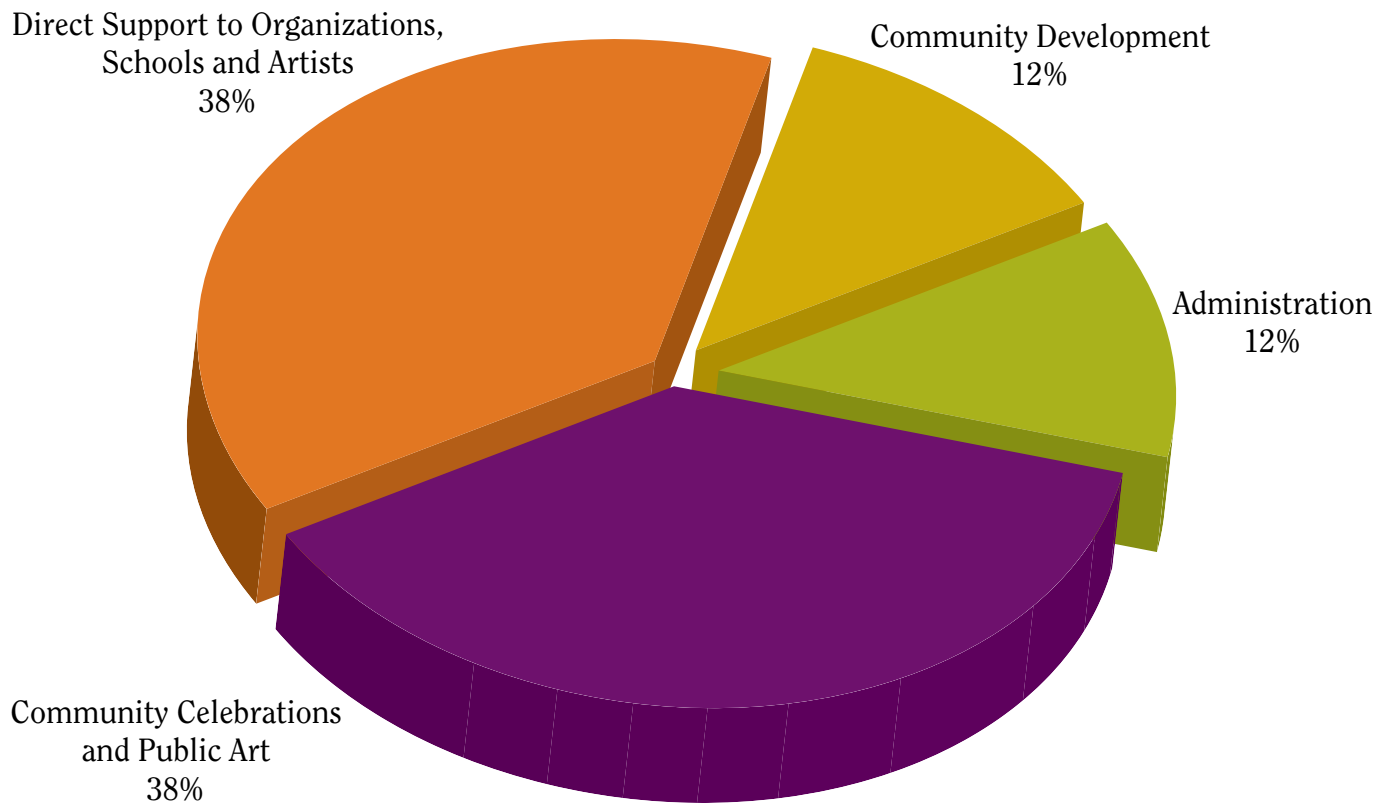
- Produced and managed 11 Fourth Friday events – 20,000+ attendees
- Produced the 28th International Folk Festival – Host Country Panama – 70,000+ attendees
- Produced 4th annual Mayor’s Reception for the International Folk Festival – 150 attendees
- Produced International Dog Show – 1,500+
- Produced Fayetteville Symphony Orchestra Concert, 3,000 attendees
- Produced A Dickens Holiday in partnership with Downtown Alliance – 10,000+ attendees
- Produced June Concert Series – 10,000+ attendees

Arts Council Administration & Facilities

The Arts Council maintains a professional staff as well as security and maintenance personnel. Hundreds of artists are contracted annually to provide services to the community. The professional staff of the Arts Council offers technical assistance to artists and agencies.

The Arts Council galleries are open to the public Monday through Thursday from 8:30 a.m. until 5 p.m., Friday from 8:30 a.m. until noon and Saturday from noon until 4 p.m. In addition to Arts Council meetings and events, more than 20 community meetings, workshops, rehearsals, etc., are in the facility monthly. The Arts Council also manages a satellite facility, Liberty Point, which provides administrative space for the Fayetteville Symphony Orchestra, the Cape Fear Botanical Garden and the Dogwood Festival.





Where Does Your Money Go?

Direct Support to Organizations, Schools and Artists

38 cents goes to support organizations, schools, and individual artists through operating and support grants and the Artists-in-Schools program.

Community Celebrations and Public Art

38 cents goes to free public art and free community celebrations, such as Fourth Friday, International Folk Festival, Neighborhood Art Attacks, and A Dickens Holiday.

Community Development

12 cents funds community development through important programs, such as the Duke Nonprofit Management Certification Program, support for the Base Realignment and Closure (BRAC), and arts advocacy.

Administration

The Arts Council needs only 12 cents per dollar to cover administrative costs for day-to-day operations.

arts council
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2007.2008

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The Arts Council's grants, programs and services are funded in part by contributions from individuals and businesses and through grants from the City of Fayetteville, Cumberland County, and the North Carolina Arts Council, and agency of the Department of Cultural Resources.



ARTS COUNCIL
FAYETTEVILLE/CUMBERLAND COUNTY

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