

# IMAGINE MORE



**The ArtsCenter**  
Always Inspiring.

2021 Annual Report

# OUR “IMAGINE MORE” CAPITAL CAMPAIGN

For 50 years, The ArtsCenter in Carrboro has served as the primary makerspace for Orange County. We have grown from a single classroom to a dynamic multi-disciplinary educational arts center serving students of all ages through innovative performances, dynamic and robust classes, and gallery spaces curated with art from North Carolina’s premier artists. The time has come for The ArtsCenter to relocate to a newly-remodeled, state-of-the-art facility at 400 Roberson Street in downtown Carrboro.



We have already raised 70% of our \$7.2 million goal. Our “Imagine More” capital campaign is a multi-faceted outreach effort that allows individuals and organizations to donate in a variety of ways.

**BECOME A LUMINARY:** with a minimum \$500 donation, the name of an individual or organization will be etched into a Lumen that will hang in the lobby of the new ArtsCenter.



**NAMING OPPORTUNITIES AND MAJOR GIFTS:** we are offering naming opportunities for our theater, makers spaces and many other rooms and spaces throughout the new facility.

**FLEXIBLE DONATIONS:** individuals and organizations can donate at nearly any level, pledge a future gift, or give over multiple years.





# FROM OUR EXECUTIVE DIRECTOR

Hello! As The ArtsCenter's new Executive Director, I am privileged to present our 2022 annual report. With the resiliency and commitment of this community, it is no surprise that our data, culture, and relationships reflect an inspired — and inspiring story.

While a global pandemic has wreaked havoc on many arts institutions over the last two-and-a-half years, your support and loyalty have given us the ability to remain a vibrant organization. Not only have our programs continued to meet the needs of the greater Carrboro/Chapel Hill community, but we have also grown in capacity in many areas! Our Administrative and program staff showed tremendous leadership during a pivotal time in history; our Board provided excellent guidance and visibility in the community, and our Development team continues to produce stellar results!

Amid the many successes, there have been complex challenges as well. Our staff has experienced a lot of transition this year. In saying goodbye to former Executive Director Dan Mayer after six solid years and sending several team members on to future endeavors, we now have an incredible opportunity to reflect on the strengths of our history while also looking ahead toward a brighter future. In embracing the stability new leadership affords, we are poised to meet the challenges of this moment with great energy, competency, and excitement. Our incredible team of staff, volunteers, educators, artists, and community partners will continue to build on our successes as we chart a new course!

Over the last year, with your generosity and partnership, we “Imagined More” together and are turning this community's hopes and dreams into reality. We proudly announce that we will be in “Our New Home” on 400 Roberson St. in late Spring 2023. With a renewed commitment to community engagement, diversity, equity, inclusion and accessibility, and financial and cultural sustainability, we will continue to be a beacon of hope, inspiration, and transformation across the state!

We appreciate your support and depend on your presence — as one day at a time, “We are Community.” Thank you for ‘making’ the ArtsCenter who we are today and helping us imagine who and what we can be for future generations.



Jenny Shultz-Thomas  
Executive Director



# FROM OUR BOARD CHAIR

Thanks to our community's support, 2021 allowed us to build on our four key pillars. These pillars guide all the efforts of our board and staff toward achieving a more inclusive engagement with the community. Last year, I introduced these pillars. Now I would like to share some of the ways we have built a strong foundation for the upcoming growth we will experience as we build our new home.

**Community Engagement:** We continue to build community partnerships in order to better serve our citizens both within our facility and through outreach programming. The new building will afford us the opportunity to re-imagine all that The ArtsCenter can be, shaped by the community and the creative interests of our expanding audience.

**Diversity, Equity and Inclusion (DEI):** In the fall of 2021, The ArtsCenter underwent a DEAI Audit, led by Aisha Adams, DEAI consultant from Western NC. Guided by Ms. Adams, we drafted and adopted a DEIA statement of policy that is being integrated into the organization's mission statement and values. The staff and board were trained to broaden our understanding of equity and the role we play as individuals and as employees/volunteers in addressing issues of equity and inclusion. DEAI training must be an on-going process. While this project allowed us to spend significant time and energy mapping a plan and commitment to DEAI, success cannot not just be measured in the moment. We can acknowledge that with the help and guidance of Ms. Adams, we were successful in our goals for this audit but true success will lie in how we embrace what we have learned and apply it to the ongoing culture of the organization.

**Capital Campaign:** With a unique and fortuitous opportunity to purchase an existing building in the heart of downtown Carrboro, we pivoted. We will thoughtfully repurpose the building at 400 Roberson Street beginning in the Fall of 2022. This pivot has brought on a tremendously positive response from the greater community, and we are pleased to report that we have raised 75% of the needed funds to make our new home a reality.

**Financial Stability:** 2021 represented the 7th straight year of operating the "black". We remain grateful to all the patrons, instructors, performers, artists and community leaders who continue to work to make The ArtsCenter a vibrant and successful community center. Your investment of time, tuition, ticket purchases and donations are the reasons we continue to thrive.

On behalf on The ArtsCenter Board and myself, thank you for all your support. I look forward to celebrating with you all in our new building as we embark on the next 50 years for The ArtsCenter.



Michael Frisch  
Board Chair





# THE YEAR IN NUMBERS

# of Art Experiences **OVER 37K**

Economic Impact **\$1.9 MILLION**

Awarded in Scholarships **\$15,129**

Art School Classes Offered **105**

Kids Attending Arts Camps **1241**

Different Camps Offered **150**

**74** Artists Employed

Performance attendees from **25** states and **4** countries including the UK, Poland and Japan.

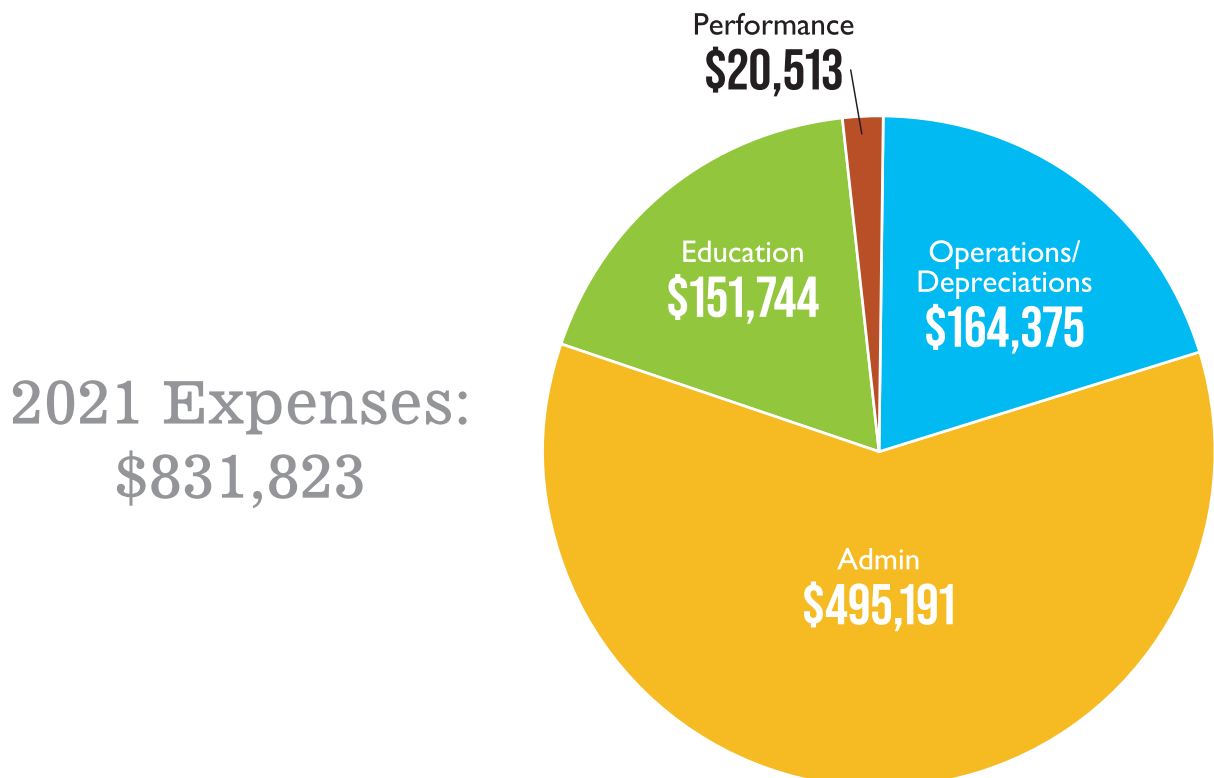
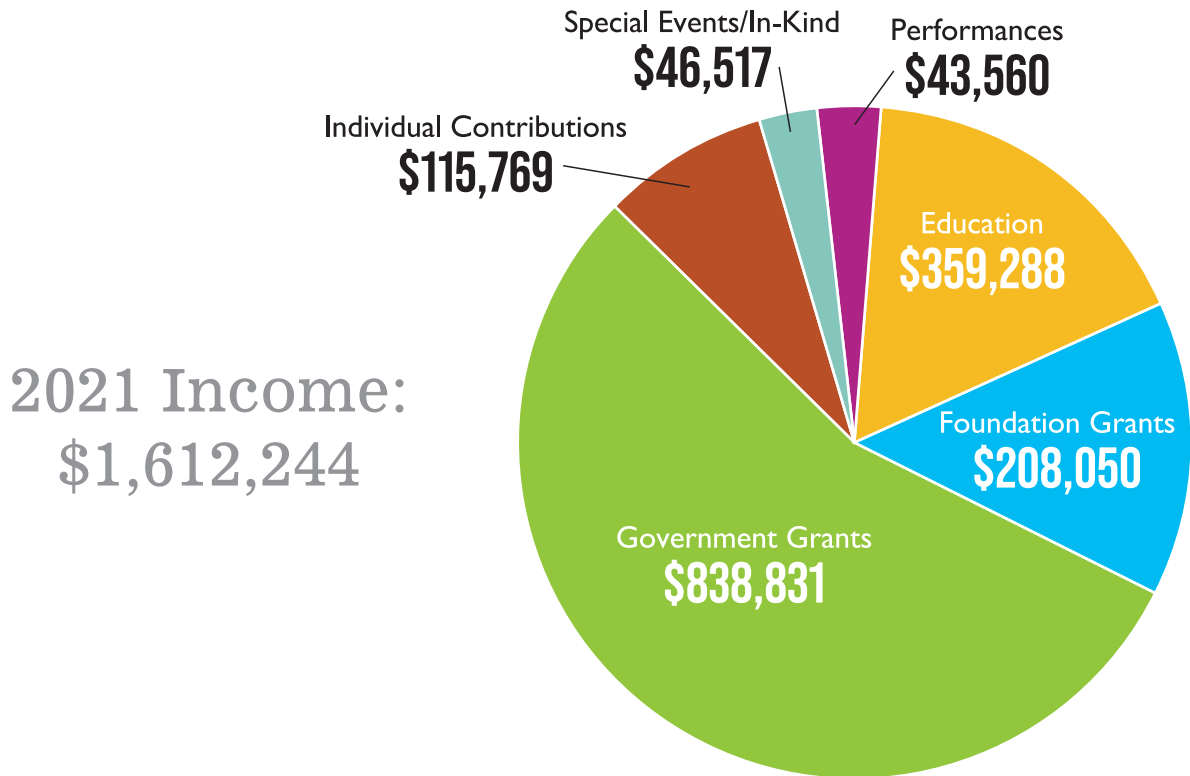
**137** NC Zip Codes Served

Over **220** Zip Codes Attended our Performances!

Brought Artist in Residencies to **1275** Students in the Orange County Title One Elementary Schools.

# INCOME & EXPENSES

As COVID continued to impact The ArtsCenter for the entirety of 2021, most of our programs were either on pause or running at 1/2 capacity. Therefore, revenue and expenses for Education and Performances are significantly less than in previous years. Still, we maintained our full staff and were able to pivot effectively creating a sustainable long-term plan for our new home.





# THANK YOU TO OUR DONORS AND MEMBERS

## ANGEL (ABOVE \$50,000)

The Grable Foundation  
The Nicholson Foundation  
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## BENEFACTOR (\$25,000 - \$49,999)

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Orange County Arts Commission  
Orange County Schools  
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Town of Chapel Hill

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Suzanne Mayer  
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Xan Gregg and Bonnie Springer



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FOUNDATION



FENWICK  
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dedicated to improving the lives of children



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Biddle Foundation

The Nicholson  Foundation

Advancing Health and Promoting Opportunity



ORANGE COUNTY ARTS  
COMMISSION

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Shared Visions Foundation

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MAKE A DIFFERENCE

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