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The ArtsCenter 2019-2020 Annual Report



We have made every effort to include our major donors, but if we have inadvertently left off your name, we apologize. Please contact Wendy Smith at (919) 929-2787 with any corrections.

"WE ARE COMMUNITY" MURAL PROJECT



Muralist JP Jermaine Powell

In the spring of 2020, The ArtsCenter launched a new Public Art Initiative to bring the arts to our community at a time when the COVID-19 pandemic made our normal in-person programming impossible. With the help of our neighbors, we selected Grey Squirrel Coffee as the site for our first ever mural project to celebrate the spirit, diversity and resilience of our Carrboro community.

A panel of local artists, educators, and community leaders reviewed over 20 applications from individual artists and artist teams and selected muralist Jermaine "JP" Powell to design and install the mural. JP and The ArtsCenter gathered feedback and suggestions from over 300 Carrboro residents through an online survey to find out what Carrboro means to our community.

JP also held a masked and socially distanced community photoshoot outside of Grey Squirrel Coffee, capturing a diverse cross-section of our Carrboro neighbors. Several of the people photographed were included in the mural, along with places, activities, and things that people felt represented the spirit of our town and its many residents. The cover of our annual report features some of these photographs!

This mural project was made possible by support from Duke Energy, East Main Square, The Chamber for a Greater Chapel Hill-Carrboro, Carrboro Business Alliance, and the Orange County Arts Commission.



JP painting the mural on Grey Squirrel

A NOTE FROM OUR BOARD CHAIR AND OUR EXECUTIVE DIRECTOR

Thanks to continued community support, there is great optimism about the future of The ArtsCenter as we enter 2021. While the past 18 months have been very difficult on all in the world, we have used this time to recommit to our teachers, students and members.

As part of this recommitment, The ArtsCenter is focused on four key pillars, guiding all our efforts to achieve a more inclusive engagement with our community. The four pillars:

- **Community engagement:** We are spending much effort listening with a very real intention to more actively engage all members of the community.
- **Diversity, equity and inclusion (DEI):** Making inclusion of all, regardless of race, religion, or gender our first priority. The first objective is to pilot a program with the State that will utilize an outside consultant to audit our DEI practices and develop a plan for improvement.
- **Capital campaign:** Raise enough money to build our new building on Jones Ferry Road. Working with the Town of Carrboro, we have been approved for our conditional use permit which opens the doors to begin construction late 1st quarter / early 2nd quarter 2022. To date we have raised over 50% of the needed funds.
- **Financial stability;** continue the strong record of 6 straight years of operating in the 'black' by offering unique and inspiring youth classes, summer camp sessions, adult classes and performances.

All of these exciting opportunities have been made possible through the continued support from you, our community. We thank every one of you for this tremendous gift of support!

Michael Frisch, Board Chair



Greetings! We are pleased to present this annual report for a period of two years—January 2019 through December 2020. We are taking this unusual step of presenting a two-year review because of the unique circumstances of the year 2020...

What a difference a year makes! The year 2019 was a banner year for The ArtsCenter – we had a record number of summer campers, we grew our AfterSchool program by almost 50%, we bought land and hired architects and developers to partner with us in building a new home for the organization, and we achieved a record level of revenue.

Then, February 2020 came and everything changed – "pivot" became everyone's new mantra. Our class and camp revenue declined and we were forced to furlough and lay off staff. We moved to online classes and virtual concerts and arts exhibits and kept our commitment to serve the community in new ways. This would not have been possible without the generosity of our donors who helped meet the gap in earned revenue. Thank you to everyone that stepped up to demonstrate that The ArtsCenter matters to you!

One constant during these past two years was our vision and commitment to developing a new home for The ArtsCenter. We have continued to move forward and this February the project received a Conditional Use Permit from the Town of Carrboro to move ahead. We will break ground for the new building in 2022 and are very excited to share our plans and new opportunities that the facility will offer to our community. Follow us on social media or subscribe to our newsletter or contact me to learn more.

Thank you for all your support—The ArtsCenter is our gathering place for Carrboro and Chapel Hill and beyond and we look forward to welcoming you back in the coming months!

Daniel Y. Mayer, Executive Director

THE ARTSCENTER BY THE NUMBERS

January 1, 2019 - December 31, 2020

125
ArtsCamp
Family Share
Events

300+
Artists and
Instructors
Employed

135K
Engaged
with Arts
Experiences

468
ArtSchool
Classes
Offered

\$6.4M
Economic
Impact

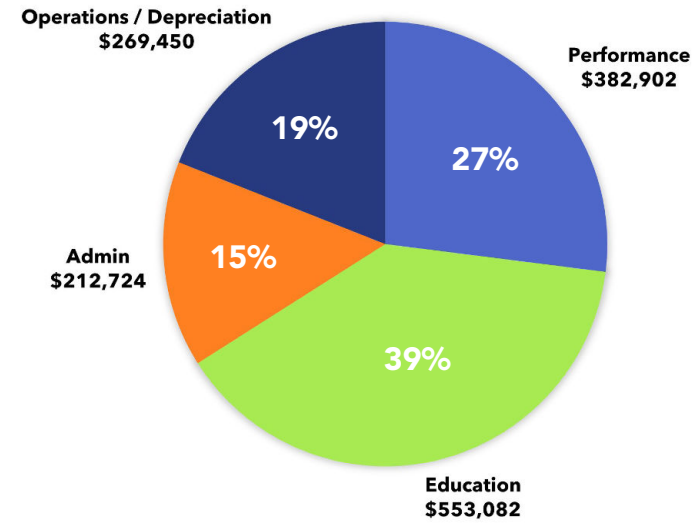
\$59K
Awarded in
Scholarships

133
Performance
Events

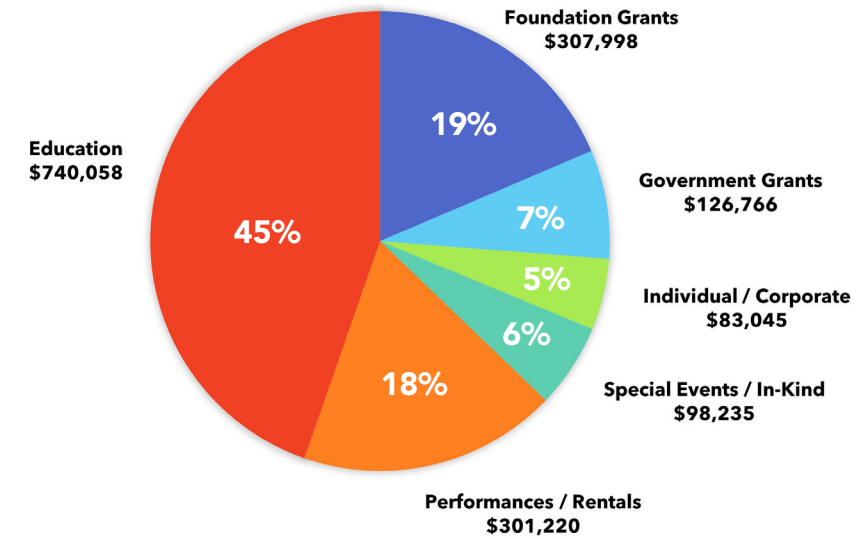
FINANCIALS*

January 1, 2019 - December 31, 2020

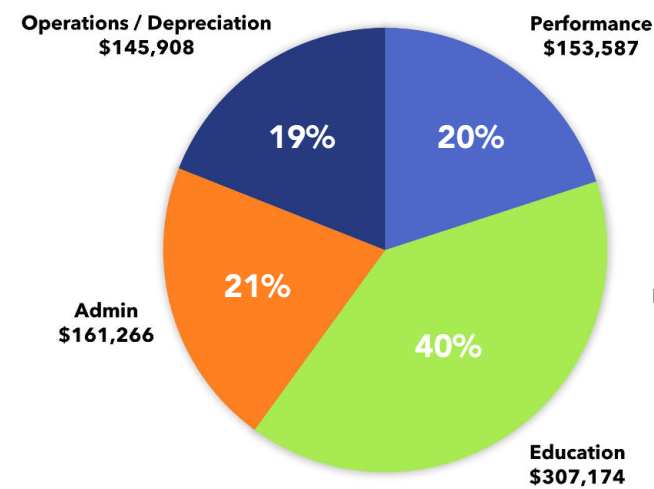
2019 EXPENSES
\$1,418,158



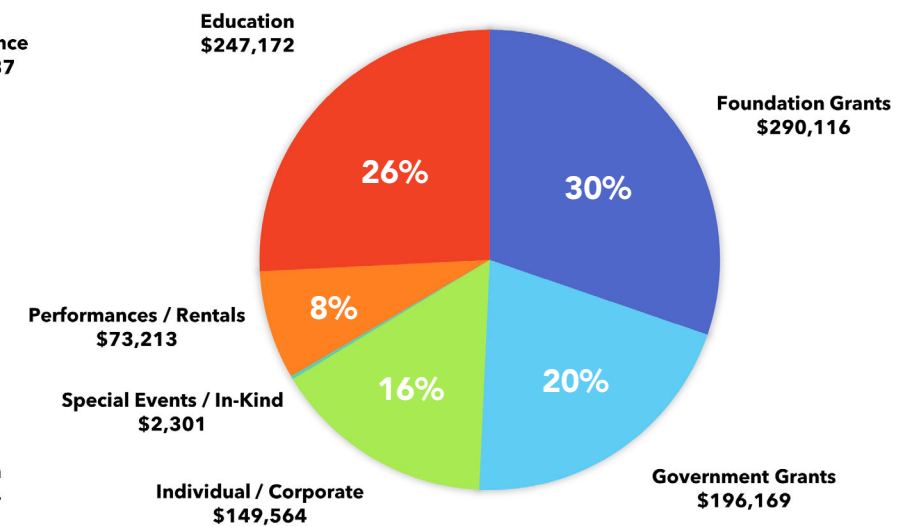
2019 REVENUE
\$1,657,322



2020 EXPENSES
\$767,935



2020 REVENUE
\$958,535



*unaudited figures

WHAT DOES THE ARTSCENTER MEAN TO YOU?

We surveyed our community about how The ArtsCenter plays a part in their lives, and what they want to see from us in the future! Over 500 people responded—here's what they had to say:

"In many ways, [The ArtsCenter] is a beating heart at the center of a community of amazing people always striving to broaden their horizons."

"[I value] the access to learning art forms and creative expression while making it all feel accessible and for everyone. Nothing seems too exclusive or daunting, yet the works that everyone creates are wonderful! Instead of being "highbrow", it's more like, you can do this too! And that's really invigorating and motivational."

"I have been an instructor for The ArtsCenter since 2001 and I have always appreciated the freedom to decide the creative direction of my classes and workshops."

"It's a great place to relax, entertain and be entertained. I love running into my friends at The ArtsCenter."

Here are some keywords people associate with The ArtsCenter:



Thank you to our leadership Capital Campaign Donors! (2018 through July 2021)

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We have made every effort to include all donors, but if we have inadvertently left off your name, we apologize. Please contact Wendy Smith at (919) 929-2787 with any corrections.

IMAGINE MORE!

MORE PROGRAMS. MORE CLASSES. MORE OUTREACH. MORE TECHNOLOGY. MORE DIVERSITY.

Moving half a mile down the road to a new, state of the art facility that will usher in its next 50 years, The ArtsCenter continues to be fueled by the same grassroots spirit that led to its founding in 1975. Now more than ever, The ArtsCenter will be shaped by the community and the creative interests of its expanding audiences.

Moving. Improving. Including.

We are modernizing how we inspire creativity in a sophisticated space that is a powerful visual symbol. Arts and nature will be interconnected in an outdoor studio and ArtsPark where inspiration can be drawn from the environment. Green spaces and water resources will serve as a creative muse and natural backdrop. As a central meeting place in the tradition of the neighboring Weaver Street Market lawn and the Carrboro Farmers' Market, the outdoor space will be a rich source of community interaction and collaboration.



"I WENT TO THE FIRST CLASSES IT EVER HELD. IT'S A POWERFUL PLACE FOR CREATIVITY." - LONG-TIME CARRBORO RESIDENT

Essentially yours.

The ArtsCenter will be the center of cultural life in Carrboro and beyond. It will serve the Triangle and beyond as a hub with spokes that reach out and engage far beyond its walls to connect with underserved populations and will work to ensure cultural and social equity with an inviting, welcoming space. By reaching broader audiences, we seek to become a community bridge that closes the gap to access of the Arts for all.

Always inspiring. Always aspiring.

As a cultural and artistic ecosystem, the new ArtsCenter will offer even more points of access for artistic engagement with more dedicated spaces, more classes and more programs. With more youth and adult programming, The ArtsCenter will welcome learners of all ages, encouraging all to explore self-expression and creative discovery in a welcoming, inclusive environment.



"THERE ARE OFFERINGS FOR EVERYONE, REGARDLESS OF AREAS OF INTEREST, SKILL LEVEL OR AGE." - ARTSCHOOL STUDENT

We're building so much more than a building.

The bold and vibrant new home offers a welcoming "front door" view to the creative activity. It will include a Youth Education Center, larger Pottery Studio, Alchemy Lab, Gallery Space, Outdoor Studio, STEAM Lab, Fabric Lab, multiple studios and community gathering spaces. Flexible performance spaces will allow for the hosting of community theater performances, intimate concerts and cabarets, youth performances, films, spoken word events, and bluegrass jams. A new emphasis on Digital Arts and Creative Lab spaces seeks to not only teach new tools and technologies, but also to foster greater peer-to-peer collaboration and creative decision making.

chARTing our future.

Over the last half century, The ArtsCenter has become a renowned and trusted source for arts inspiration, education and expression. Please join us as we honor our first 50 years by "imagining more" and building a new ArtsCenter that will serve, engage and inspire generations to come. This vision can only be realized with the help of our community. For more information about the Imagine More campaign, go to artscenterlive.org. While you are there, sign up for our newsletter to stay up to date on the progress of our new home. To make a legacy gift, contact dmayer@artscenterlive.org. Thanks for staying ArtsCentered!



"THIS IS THE BEATING HEART AT THE CENTER OF OUR CREATIVE COMMUNITY." - CIVIC LEADER