



arts council  
OF FAYETTEVILLE/CUMBERLAND COUNTY  
annual report

2008/2009

On the cover:

*Joy 2*, acrylic, by Sally Anger. Submitted for *Creation*, the purchase award exhibition sponsored by Cape Fear Valley Health System.

# From the Board President

**F**or the Arts Council of Fayetteville/Cumberland County, 2008-09 was a year to **CREATE** – to be Colorful, Responsible, Essential, Accountable, Transparent and Enduring.

**COLORFUL:** What could be more colorful and lively than the streets filled with people from many nations? The International Folk Festival continued to surpass expectations as it reached its 30th anniversary in full fanfare. Along with A Dickens Holiday and other first-class events held during the year, the Arts Council brought a rainbow of artistic activities into the community.

**RESPONSIBLE:** Artists who create in all forms – literary, visual, performing – have opportunities to participate. Rotating exhibits in the Arts Council’s galleries, which remain free and open to the public six days a week, demonstrate that art is accessible to everyone.

**ESSENTIAL:** “The arts are not ornamental. They are fundamental.” Author Daniel Pink’s quote puts it so plainly and precisely. The Arts Council’s programming is vital to maintaining a creative, culturally diverse community with a thriving economy.

**ACCOUNTABLE:** The Arts Council’s budget comes from the generous support of sponsors, individual members, volunteers, as well as funding from state and local governments. The money pours back out into the community in many ways including Project Support, Operating Support and Regional Artist Support grant programs. The granting process is detailed and extensive to ensure fairness and equitability.

**TRANSPARENT:** This agency is proud to partner with Member Groups, who have as their primary missions artistic and/or cultural activities. We also team up with



schools to bring curriculum-enhancing arts into the classroom through the Artists in Schools program.

**ENDURING:** The Arts Council’s events, activities and programs enhance property values, tax resources and overall profitability for communities. In doing so, the arts become a direct contributor to urban revitalization. The effects of an arts-rich community are far-reaching and long-lasting.

The Arts Council of Fayetteville/Cumberland County continues to play an essential role in supporting the community through the arts. Thank you for taking the time to look back with us on 2008-09 – a wonderful time to **CREATE** a vibrant, arts-rich community.

Jean Schaefer Moore

President, Arts Council Board of Trustees

# grants

## SUSTAINING ESSENTIAL CULTURAL OPPORTUNITIES

### Grants

#### \$559,616 in Direct Arts Funding

The Arts Council helps sustain essential cultural opportunities through the administration of grants to established arts organizations, specific arts projects and individual artists. These organizations and artists help foster an environment in which the arts can thrive and adds to the vibrancy of our community.

#### Operating and Project Support Grants— \$408,620

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.

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.

Recipients for 2008-2009 are listed below. The combined attendance figures for grant-funded events and programs for these organizations for that year was 128,195.

Cape Fear Regional Theatre	Fayetteville Museum of Art
Cape Fear Studios	Fayetteville State University
Community Concerts of Fayetteville	Fayetteville Symphony Orchestra
Cumberland County Schools – Indian Education	Friends of the Cumberland County Library
Cumberland Oratorio Singers	Gilbert Theater
Fayetteville Area Convention & Visitors Bureau	NC State Ballet
Fayetteville Art Guild	NC Symphony/Cumberland County Chapter

#### Regional Artist Project Grants – \$23,996

In 2008-2009, 17 artists from Cumberland, Harnett, New Hanover, Pender, Richmond and Robeson counties received funding to further their art form.

Regional Artist Project Grants are intended to provide financial support to a broad range of exceptionally talented visual, performing, literary and inter-disciplinary artists by funding a project that will have a significant impact on the advancement of their professional artistic careers. The applicants may be an emerging or established artists.

The Arts Council of Fayetteville/Cumberland County administers this program for the North Carolina Arts Council with support from the Arts Councils of Moore, New Hanover, Richmond and Robeson counties.



## Arts in Education— \$127,000

During 2008-2009 more than 53,600 students at 63 schools benefited from the Arts Council's grants and education programs for artist residencies, assemblies, performances, and workshops. The Arts Council partners with Cumberland County and Fort Bragg area schools to work with a variety of individual artists, artist companies and local arts agencies to build collaborations between schools and cultural resources. Artists available for the Artists in Schools 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 Council, the City of Fayetteville and Cumberland County supports the Artists in Schools program. Additional residencies and programs in 2008-2009 were funded by a grant from the Long Leaf Foundation and CATO.

Albritton Junior High	Lillian Black Elementary School
Alderman Road Elementary School	Long Hill Elementary School
Alma Eason Elementary School	Loyd E Auman Elementary School
Ashley Elementary School	Mac Williams Middle School
Beaver Dam Elementary School	Mae Rudd Williams Middle School
Ben Martin Elementary School	Manchester Elementary School
Bill Hefner Elementary School	Margaret Willis Elementary School
Bowley Elementary School	Mary McArthur Elementary School
Brentwood Elementary School	Massey Hill Classical High School
Butner Elementary School	Montclair Elementary School
C Wayne Collier Elementary School	Murray Elementary School
Cliffdale Elementary School	Pauline Jones Elementary School
Cross Creek Early College	Ponderosa Elementary School
Cumberland High School – AG	Pope Elementary School
Cumberland Mills Elementary School	Raleigh Road Elementary School
Cumberland Road Elementary School	Rockfish Elementary School
Devers Elementary School	Seventy-First Classical Middle School
District 7 Elementary School	Seventy-First High School
E Melvin Honeycutt Elementary School	Sherwood Park Elementary School
EE Miller Elementary School	St Ann Catholic School
Elizabeth Cashwell Elementary School	St Patrick School
Fayetteville Academy	Stedman Elementary School
Ferguson Easley Elementary School	Stedman Primary School
Fuller Performance Learning Center	Stoney Point Elementary School
Gallberry Farms Elementary School	Sunnyside Elementary School
Glendale Acres Elementary School	T C Berrien Elementary School
Grays Creek Middle School	Terry Sanford High School
Hillsboro Street Elementary School	Trinity Christian School
Holbrook Elementary School	Vanstory Elementary School
Hope Mills Middle School	Warrenwood Elementary School
Hope Mills Middle School – TMD	Westarea Elementary School
Howard Hall Elementary School	Westover Middle School
Jack Britt High School	WH Owen Elementary School
JW Coon Elementary School	WT Brown Elementary School
JW Seabrook Elementary School	

## **cARTwheels**

Through cARTwheels, over 4,500 third graders from Cumberland County Public Schools experienced live ballet, many for the very first time, as they attended the Carolina Ballet's performance of "Swan Lake." This classic musical was performed at Fayetteville State University's Seabrook Auditorium and at Seventy-First High School's auditorium funded by the North Carolina Arts Council. The Arts Council of Fayetteville/Cumberland County and the Cumberland County School system worked together to facilitate the performances, which were tailored and shortened for young audiences.

# THE ARTS ARE ESSENTIAL TO LIGHTENING THE LOAD

## **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, in 2008-2009 the Arts Council offered voting member groups:

- Educational opportunities through the Duke non-profit management classes
- Festival Park Space Grants as awarded by the Fayetteville-Cumberland 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 the Fayetteville Publishing Company's Liberty Point building for Cape Fear Botanical Garden, Dogwood Festival and Fayetteville Symphony Orchestra

## **Arts Information**

- Administered and managed June Concert Series at Festival Park
- Provided publicity and meeting space for Duke Non-Profit Certificate Program
- Maintained Community Cultural Calendar with artist opportunities and arts information on the Arts Council's website
- Published monthly newsletter through The Weekender
- Promoted arts and cultural events through print, radio, TV and social networking media

## **Voting member groups of the Arts Council:**

- Airborne & Special Operations Museum Foundation
- Cape Fear Ballroom Dancers
- Cape Fear Basketmakers
- Cape Fear Botanical Garden
- Cape Fear Regional Theatre
- Cape Fear Studios
- 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 Theater
- Museum of the Cape Fear
- NC Symphony/Cumberland Co. Chapter
- Tarheel Quilters Guild
- Writers' Ink Guild

INSPIRING  
OUR  
YOUTH,  
AND  
ENNOBLING  
OUR  
SPIRIT.

### Arts Advocacy, Membership & Support

- Arts Council volunteers performed more than 5,109 hours of service. This translates into \$87,571, using North Carolina's per hour rate for volunteers.
- The International Folk Festival utilized over 366 volunteers over a 2-day period.
- Many of our volunteers are students in local high schools and colleges. Their volunteer service not only helps the Arts Council implement events, but also helps the community come together, and lets the students attain 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 4<sup>th</sup> Friday, International Folk Festival, etc.
- Created and implemented a volunteer docent program that allowed the front doors to the Arts Council building to be open to the public for the first time in years. Increased gallery traffic and was expanded to five days a week.
- Developed a new membership category, Friends of African & African-American art in support of quality, cohesive arts programming for Black History Month and beyond. Members were tasked with raising funds to bring a national touring exhibit to the Arts Council for 2010.

### Education

- Coordinated artists' participation in 21<sup>st</sup> 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
- Hosted the North Carolina Arts Council Eastern Regional Coordinator

### Community Support/Partnerships

- Festival Park Advisory 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
- City of Fayetteville art exhibits, City Hall

### Arts Council Exhibitions & Events

The Arts Council's Community Arts Programs and Services provide a number of opportunities that contribute to our community's well being and 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 4<sup>th</sup> Friday celebration that attracts up to 2,500 people to our facility that evening. Arts Council events provide employment to many performance artists throughout the year. The Arts Council's effort to promote arts-related programming draws thousands to historic downtown Fayetteville each month.



## ARTS COUNCIL EVENTS

### **4th Fridays**

**July 25, 2008**

*Creation*, a purchase award exhibition sponsored by Cape Fear Valley Health System, provided cash awards to 26 artists across North Carolina.

**August 22**

*Off the Wall*, works from the private collections of Arts Council board and staff

**September 26**

*Unity in the Community*, juried photography exhibition celebrating the 30th International Folk Festival

**October 17 – November 21**

*Artful Reflections*, art by cancer patients, family members and health care providers, sponsored by Cape Fear Valley Health System Cancer Center through their art therapy program

**November 28**

*Woven in the Fray*, works by regional fiber artists

**January 23, – March 21, 2009**

*Distinguished Visions, Timeless Traditions*, works of African-American art from the private collections of local collectors

**February 23**

*Affair of the Heart*, sponsored by Cape Fear Valley Health System. Continuation of *Distinguished Visions, Timeless Traditions*

**March 27 – April 17**

Cumberland County Schools Juried Art Competition

**April 24 – May 15**

*Public Works*, works by aspiring and professional artists, sponsored by Fayetteville PWC

**May 22 – June 19**

Fayetteville Art Guild Juried Art Exhibition

**June 26 – July 17**

Works by 2006-2007 and 2007-2008 Regional Artist Project Grant recipients



# A DICKENS HOLIDAY CANDLELIGHT PROCESSION

## Special Events Produced by the Arts Council

- Produced and managed 10 Fourth Friday events – 25,000+ attendees
- Produced the 30<sup>th</sup> International Folk Festival – 70,000+ attendees
- Produced 5<sup>th</sup> annual Mayor's Reception for the International Folk Festival – over 100 attendees
- Produced A Dickens Holiday in partnership with Downtown Alliance – 12,000+ attendees
- Produced a Neighborhood Art Attack, Throckmorton Library, Ft. Bragg
- Partnered with City of Fayetteville to produce the June Concert Series – 10,000+ attendees

These special events provide vital employment to individual artists, important opportunities for arts and cultural agencies to share their programs and services with well over 100,000 residents and visitors, and provide high visibility for the quality of life in Cumberland County.

## 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 staff represents the creative industry by participating in community assessment and planning.

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 25 community meetings, workshops, rehearsals, etc., are held in the facility monthly. The Arts Council also manages a satellite facility, the Fayetteville Publishing Company's Liberty Point building, which provides administrative space for the Fayetteville Symphony Orchestra, the Cape Fear Botanical Garden and the Dogwood Festival.

# ARTS COUNCIL FINANCIALS

## **Direct Support to Organizations, Schools and Artists**

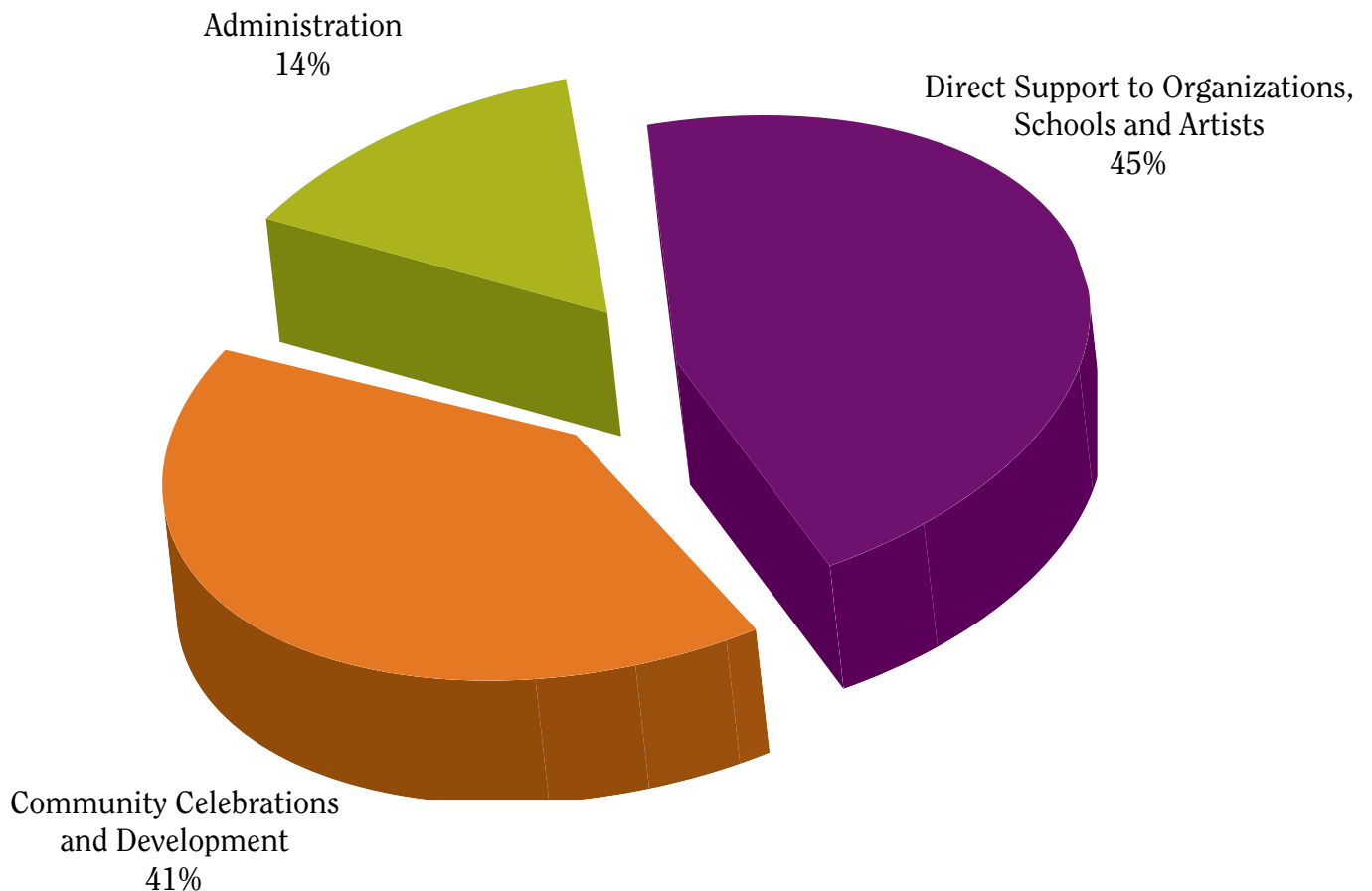
45¢ of every dollar went into direct support to organizations, schools and individual artists through Operating and Project Support Grants, performances and the Artists in Schools program, as well as support to other valuable cultural resources in our community.

## **Community Celebrations and Development**

41¢ went to free community celebrations like 4th Fridays, the International Folk Festival, Neighborhood Art Attacks and A Dickens Holiday, as well as community development through programs such as support for public art initiatives, Base Realignment and Closure (BRAC) and arts advocacy at all levels.

## **Administration**

The Arts Council needs only 14¢ per dollar to cover administrative costs for day-to-day operations.



arts council  
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2008/2009

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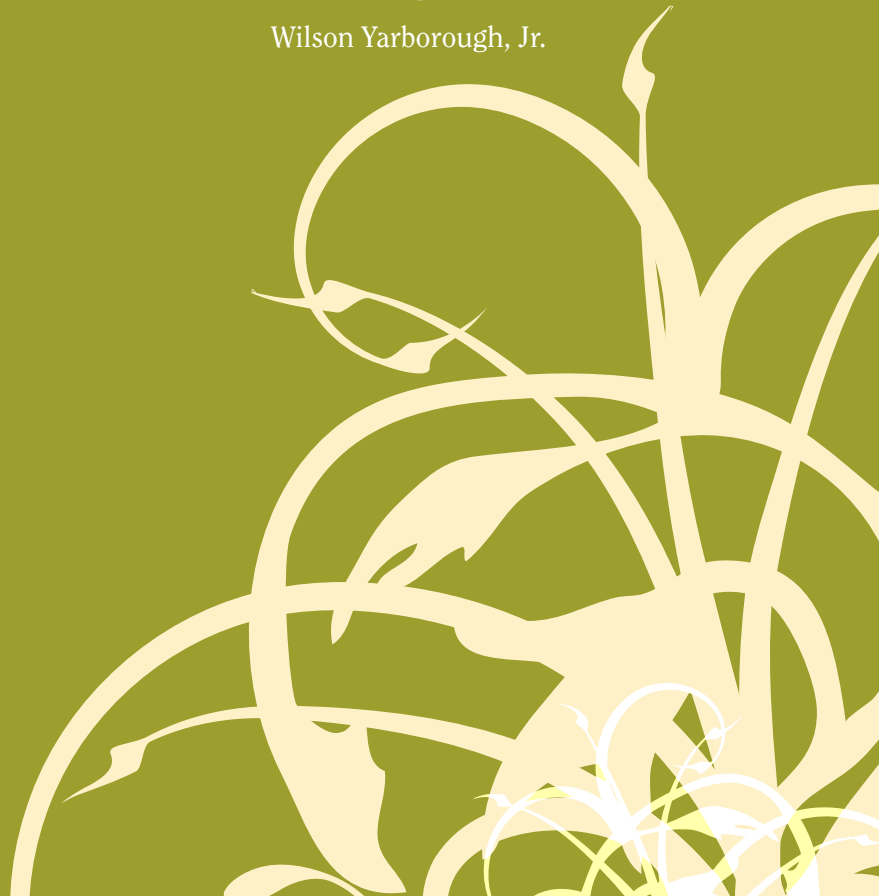
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The Arts Council's grants, programs and services are funded in part by contributions from individuals and businesses and through grants from the City of Fayetteville, Cumberland County, and the North Carolina Arts Council, and agency of the Department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



**ARTS COUNCIL**  
FAYETTEVILLE/CUMBERLAND COUNTY

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