In May, I celebrated my first anniversary as executive director of the Durango Arts Center, and what a wonderful and productive twelve months it’s been! Our year began with being awarded the Non-Profit of the Year from the Durango Chamber of Commerce. In a town with hundreds of valuable nonprofit organizations, this was indeed an honor and an attribute to the passion of our staff, devoted board of directors and a community that supports creative expression and a vibrant arts and culture environment. In April, DAC reached another milestone when it celebrated 40 years as a non-profit organization.

As I reflect on the past year, I recall three main goals I brought to the position:

1) Encourage more community participation and involvement. In January, I started weekly “Art and Coffee” sessions in which a group comprised of several board members and I invite a community member to discuss art and culture in Durango. These sessions give us the opportunity to develop important relationships and generate creative dialogue with business owners about arts and culture in Durango as well as at DAC.

2) Embrace our Native American community. With a generous grant from Conoco Phillips, we hosted Celebrating Ute Art, a collaborative exhibit with the Southern Ute Cultural Center and Museum and the Ute Mountain Ute tribe. We also offered traditional hands-on workshops in beading and drum-making.

3) Create a Strategic Plan. Any organization, no matter how big or small, for-profit or non-profit, needs a plan to assure that all players are working towards the same goals. The DAC board, with input from several community focus groups comprised of educators, administrators, artists, families, DAC members, DAC staff and volunteers, and visitors is developing a Strategic Plan to help guide our decision making and actions. Key components include revisiting DAC’s mission and vision; identifying critical challenges and needs; developing an action plan that is sustainable and achievable.

On behalf of the DAC board, staff and volunteers, I offer my sincere gratitude for your continual support. Here’s to YEAR 40 at DAC and to making art happen, enriching lives and supporting creative dialogue!

Sincerely,

Peggy Zemach
Executive Director
MISSION

The Durango Arts Center provides Durango and surrounding communities opportunities to create, to promote and to participate in diverse arts experiences. DAC brings people together to explore and engage in arts and culture by fostering creative expression through in-house exhibitions, performances and educational programs for all ages and abilities.

VISION

The Durango Arts Center strives to support a creative dialogue among community members, ensuring that culture informs local decision-making and enriches our lives.
HIGHLIGHTS
DAC was chosen as the Durango Chamber of Commerce’s Non-Profit of the Year for 2012.
DAC celebrated its 40th anniversary of incorporation as a 501c3 organization.
DAC was selected to participate in the Resource Smart Program.

ATTENDANCE
35,038 people attended theater performances, gallery exhibits, classes and other events.

GALLERY & EXHIBITS
Held the 36th Annual Juried Exhibit
Hosted HOT: 50th Anniversary of Studio Glass 2012 lectures, trunk shows, glass blowing demonstrations.
Hosted Water in the West, themed members’ exhibit, a collaboration with SW-WCD, WIP with lectures, symposiums, films.
Hosted New Face Productions’ always successful TOP event which supports innovative DAC exhibits and creative endeavors.
Collaborated with Durango Cowboy Gathering to exhibit museum-quality western artwork from private and regional collections.
Hosted an international invitational ceramic arts exhibit. 3 Cups, White Green Black, Vessels For Tea with films, ceramics demonstrations and lectures.
Presented our 2nd Annual Winter Solstice Market holiday exhibit.
Held the annual Four Corners Commission exhibit.
Hosted The Colorado Plateau: A Storied Land, a group exhibit of Four Corners regional artists; a presentation by author Craig Childs, Bruce Hucko lecture and a film, Death of Place, by Larry Ruiz.
Hosted Masks: Creating Identity, exhibiting museum-quality indigenous art, lectures, films, gourd mask workshop, with the last half of the exhibit displaying masks created by local children for Creativity Festivity.
Hosted Celebrating Ute Culture, a collaboration with the Southern Ute Cultural Center and Ute Mountain Ute tribe and included, evening presentations with a Ute Mountain Ute tribal historian, White Mesa basketry demonstration, traditional Ute beading workshop, children’s activities and traditional Ute foods.

SUPPORT FOR LOCAL ARTISTS
306 local and regional artists entered Four Corners Commission, Annual Juried Exhibit, Members’ Exhibit, and the Winter Solstice Artisans’ Market.
Paid $56,789 in artist commissions.
The Winter Solstice Artisans’ Market netted $7,658.
DAC ART LIBRARY

May/June 2012 - Joy Campbell, Santa Fe book artist, Reimaging the Book.

July/August - Heather Leavitt Martinez, Durango artist, Recently Domesticated.

July - Dreaming/Book Arts workshop with Victoria Rabinowe, nationally known artist from Santa Fe.


November/December - Elizabeth Kinahan, Durango artist, Portraits of Men.

January/February 2013 - Cecil Touchon, Director of the International Museum of Collage in Pagosa Springs showed his collages and selected work from the International Collage Museum. Cecil has recently moved to Pagosa Springs from Mexico and has an international reputation. Cecil also gave a two-day collage workshop attended by a dozen people.

March/April - John Brandi, NM painter-poet and Tom Leech, Santa Fe, NM, Master marbled-papermaker, and printmaker who is director/curator of the Press at the Palace of the Governors, From a Distant Road (a collaboration).

May/June - Juanita Ainsley, Bayfield artist - Fancy This, mixed media art.

EDUCATION

Offered the weekly After School Art program in six 9-R elementary schools during the school year serving approximately 60 students per month.

Offered a variety of courses and workshops for adults. Held classes as well as summer and winter camps for kids at DAC.

For the second year in a row, we ran two sessions of GOAL, a winter and summer session.

Offered weekly Figure Drawing and Portrait Group open studios.

With a grant from BP Corporation, offered the After School Art program at the Bayfield Family Center and the Ignacio Boys & Girls Club.

With the same grant we collaborated with Bayfield Family Center to create an After School Art program in Bayfield.

Held Art Parties for home school groups, DHS Summit program, 9R BOCES program, and private parties.

Employed and paid 25 teaching artists for the education programs.

Creativity Festivity’s visual art exhibit called The Many Stories of Masks was shown in the Barbara Conrad Gallery in collaboration with the Masks: Creating Identity exhibit. Creativity Festivity also included a poetry slam and music performance in the theater.

Created a Family Gallery Activity Guide so that families can participate in exhibits together.

The Education studio got a floor remodel with new paint.

Participated in Party in the Park, Durango Youth expo, and Leadership La Plata.

BP grant allowed us to purchase software for online registrations linked to our web site.

The DAC

Paid

$56,789

in artist commissions.

Docents enriched the curriculum of approximately 870 students in classes.

The docents visited 40 classrooms throughout the school year and reach 870 students.

Docents enriched the curriculum of approximately 870 students in classes.

Forty-eight docent assignments were made to cover the visits.

The docents guided 130 students through the gallery.

Employed and paid 25 teaching artists for the education programs.

Creativity Festivity’s visual art exhibit called The Many Stories of Masks was shown in the Barbara Conrad Gallery in collaboration with the Masks: Creating Identity exhibit. Creativity Festivity also included a poetry slam and music performance in the theater.

Created a Family Gallery Activity Guide so that families can participate in exhibits together.

The Education studio got a floor remodel with new paint.

Participated in Party in the Park, Durango Youth expo, and Leadership La Plata.

BP grant allowed us to purchase software for online registrations linked to our web site.
THEATER
Presented the first-ever theater season in 2013.
17,820 people attended theater performances.
Ticket sales totaled $109,070.
Debuted adult theater workshops as well as the children’s Devised Theater workshop.
Notables who graced DAC’s stage in sold-out events were George Winston, Gary Hart, Craig Childs, Tim O’Brien, Tony Furtado, Terry Tempest Williams, among others.
Hosted Durango Independent Film Festival, Durango Meltdown, Durango Choral Society, Durango Cowboy Poetry Gathering, Durango Business Improvement District and other non-profit groups.

EVENTS
Hosted the Durango Kentucky Derby in May 2012 at the Rochester Hotel & Bar.
Participated in the First Thursdays Art Walks and the semi-annual Gallery Walks.
Presented the 18th annual Durango Autumn Arts Festival on E. 2nd Avenue.
Hosted the 5th Sweethearts of the Arts, honoring Ann Butler, Maureen May and Judith Reynolds.
Coordinated the first “2nd Avenue Winter Solstice Celebration,” a Scandinavian-style evening, featuring fire bowls, food, drink, musical performances and holiday specials at 2nd Avenue businesses.

FUNDRAISING
Raised $47,553 from special events.
Raised $301,310.71 in memberships, donations, grants, sponsorships and in-kind donations.
Raised over $40,000 from fees.

VOLUNTEERS
Over 200 volunteers gave their support to the daily and continuing operation of DAC and on standing and special-occasion committees. An additional 100 plus volunteers staffed the Durango Arts Festival.
Volunteers reported 5073 hours. This represents $111,758.19 in in-kind contributions.

MEMBERSHIP
Current membership stands at 804.
Our new software allows patrons to conveniently join DAC or donate on line.

MARKETING
Hired Elsa Jagniecki as part-time marketing coordinator.

Audience/Outreach
Facebook - 863
eNews recipients - 1,144
YouTube - 254 views
Pinterest - 33 following

Advertising Reach
Creede Repentory - 20,232 patrons
Durango Magazine - 325,000 people (34,000 copies in 3,000 hotel rooms)
Edible San Juans - Western Slope Colorado
Travel Host - 175,000 readers each month
abqArts - 48,000 readership
ArtsPerspective - 3,5000 annually
Durango Chamber of Commerce (business briefs and inserts) - 880 members

INTERNSHIPS
Offered internships to two FLC students and one DHS student to help with the After School Art program.
Offered an additional internship to an additional FLC student who worked with all program leaders as well as the executive director.

PARTNERSHIPS
member of the La Plata County Economic Development Alliance.
member of KSUT Public Radio.
member of Local First
member of the Durango Chamber of Commerce
member of North American Reciprocal Museums, whereby DAC members have privileges at over 450 art centers and museums abound the country (beginning in July 2013).
DAC is an active participant with BID, DATO and the City of Durango in promoting Durango as a destination.