



Artsline

Summer 2011

Coming to the Durango Arts Center



Greater Tuna

July 8-September 10

Greater Tuna, a comedy by Jaston Williams, Joe Sears and Ed Howard about Texas' third smallest town, where the Lions Club is too liberal and Patsy Cline never dies, comes to the Durango Arts Center's stage beginning July 8. Starring Miles Batchelder and Geoff Johnson and directed by Terry Swan, performances will be held on Friday and Saturday nights, and the production runs through September 10. Tickets are \$20 general admission, \$18 for DAC members. Group rates are also available. Tickets can be purchased on DAC's website, in person at the DAC ticket office or by calling (970) 259-2606. Sponsorship for *Greater Tuna* is generously provided by Alpine Bank, Four Corners Broadcasting and Serious Texas Bar-B-Q. (Photo by Jonias Grushkin, *Photogenesis*)

Durango Showcase of the Arts

September 9-25

This 17-day showcase features culinary, visual and fine arts; music, literary and theater performances at various Durango locations. For a complete listing of events, visit the website, www.durangoshowcaseofthearts.org.



10-Minute Play Contest

September 16 & 17

Congratulations to Lynne McMahon of Chicago, Illinois, for winning the Grand Prize for her play *Grief* and to Lawrence Kassenich of Watertown, Massachusetts, for his play *Ronnie's Charger*, the People's Choice in the 10-Minute Play Contest held May 15. Both plays, along with three others chosen by the artistic directors, will be produced on September 16 and 17 at 7:30 p.m. in the DAC Theater, and the authors are making plans to attend. Tickets are \$5 for all ages and are available on DAC's website, at DAC's ticket office, or you can call (970) 259-2606.



Durango Autumn Arts Festival

September 17 & 18

The annual Durango Autumn Arts Festival returns to Second Avenue on September 17 and 18. Stroll between 7th and 9th Streets where you can view and purchase the works of fine artists and artisans, sample food from some of the area's notable culinary artists and imbibe in spirits from area wineries as well as in non-alcoholic teas and lemonades. The hours of the festival are 10 a.m. to 6 p.m. on Saturday, September 17 and 10 a.m. to 5 p.m. on Sunday, September 18.



Director's Notes

"Arriving at one goal is the starting point to another."

The Durango Arts Center has been busy this year, and I attribute so many of our successes to our dedicated board president, Terry Swan, and our board of directors, artists, committees, members, volunteers and hard-working staff who strive diligently to ensure we fulfill our mission of supporting the arts. We can all be proud of our Durango Arts Center!

—John Dewey

The board of directors and staff have listened to suggestions that we focus more attention on the visual arts. To achieve this goal, on July 1, Mary Puller will become the new exhibits director. Mary has had a long history at the Durango Arts Center, as she established the first gift shop at DAC when it was located in the Main Mall. She will also oversee the Gallery Shop, and she assumed these duties on June 1.

Mary has extensive experience in the art world and has spent the last ten years working in Tucson, Arizona, running a UNICEF gift shop that proved to be an artistic and financial success. Mary takes over from Jeannie Berger, who did a stellar job of overseeing exhibits from 2009 through June of this year, first as a volunteer and then with minimal compensation along with her other DAC duties. Jeannie will continue to provide leadership with recruiting and retaining volunteers and helping build the DAC membership. We are fortunate to have these two talented women on our team, and I believe even greater things are ahead for DAC!

And, speaking of exhibits, DAC will host *Seuss on the Loose*, a national exhibit that opens on October 7 featuring the work of Theodor Seuss Geisel, or Dr. Seuss. Our own Sweetheart of the Arts, Mary Ellen Long, curates this exhibit. She has been working with a volunteer committee, and we have sponsorship from Wells Fargo Bank and Mercury Payments Systems and are working on other venues to support this exhibit. Bringing a national exhibit to rural America is no easy feat, and we are honored to have Mary Ellen to spearhead this process.

In closing, I believe with so many people working hard on behalf of DAC that we will continue to do everything we can to support the arts!

Sheri Rochford Figgs
Executive Director

A Note from the Board President 747 and Climbing

Which of the following is the most important to funding the Durango Arts Center? A. Government funding; B. Corporate gifts; C. Foundation grants; D. None of the above. If you chose D., you're correct.

Although many non-profits enjoy support from city, state or federal government programs, DAC receives no public funding. None. While DAC has received generous gifts from Mercury Payment Systems and from BP, that's the extent of corporate largess. If you picked answer C., you'll be surprised to know that in 2010 foundation grants totaled less than \$15,000. The George Hopper Family Foundation made a donation in support of the Girls' Opportunity and Leadership program, and this year the Erteszek Foundation gave us a very generous gift. Nevertheless, loan service, salaries and utilities average almost \$14,000 per month, so, you see, foundation grants do not pay the bills. Membership is the primary source of unearned income for the Durango Arts Center.

The bankers, accountants and bookkeepers who provide financial advice to DAC all agree that increasing membership is the key to a robust organization. Over 300 new members have joined DAC in the last year, and our membership now totals 747. But this 747 must take off if we are to continue to provide art programs to the local community. All of our number-crunchers agree we must maintain a minimum of 1000 members to achieve stability and ensure the future of the Durango Arts Center. Every 100 new members provide DAC with approximately \$10,000 income from dues alone. Additionally, it is through membership that DAC finds its large donors, its board of directors, its volunteers and its patrons. We must achieve 1000 members this year. Considering natural attrition, we must add about 300 members in the next six months. That's only 50 new members per month. That's 1.6 members per day. We need our current members to spread the word. Will you sell DAC to your art-loving friends? If only half of our current members bring one new member to DAC, we would gain 373 new members this year. Please help DAC by telling our story; bring your friends to an exhibit opening, an art class or a performance in the theater. Then tell them this treasure needs them. When I became board president the DAC had 430 members. Today we have 747 members, an increase of 317 members, a whopping 42 percent. Our goal of 1000 members is achievable—only 253 new members to go!

Terry Swan
DAC Board President