



Dr. Seuss is on the loose in Durango!

Original drawings from the collection at the University of California San Diego, performances, classes and more in this city-wide celebration of the works of Theodor Geisel (Dr. Seuss). See article on the next page for details.

Director's Notes

"The findings from the Arts and Economic Prosperity study send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts."
—Robert L. Lynch, CEO, Americans for the Arts

The Durango Arts Center, along with several other arts groups in our community, is working with the Americans for the Arts in commissioning a study that will demonstrate the vitality the arts bring to our local communities. Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Established in 1960, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

This is why the Durango Arts Center has partnered with other arts and culture organizations to join the La Plata County Economic Alliance. By being a major investor with the Alliance, our arts and culture groups can continue to tell our stories and demonstrate how we positively impact the community and boost the economy in our region. Our partnerships continue as we work closely with the Business Improvement District (BID). BID has been an advocate for the arts and has provided grant support for various projects that create economic stimulus. The City of Durango and La Plata County is another vital partnership, and while the economy has presented challenges to all of us, the City of Durango and La Plata County elected and management teams have all been advocates for shaping the success of the arts. The Durango Chamber of Commerce and the Durango Area Tourism Association (DATO) have been strong organizations to help the arts with promotion as well as with advertising. They embrace the arts and cultural organizations at every opportunity.

These partnerships enable DAC to continue expanding visual arts opportunities, providing a wide-range of arts education and fostering cutting-edge theater programming. With all of us working together, I certainly see a bright future for DAC and everyone who is inspired by the arts.

Sheri Rochford Figgs
Executive Director

A Note from the Board President

The DAC is looking for 1000 good men and women! 1000 men and women who believe \$50 dollars a year is a small sacrifice to support an active, productive arts center serving a community of almost 45,000 people. Our bankers tell us we must have a foundation of 1000 members in order to stay in our building and continue to expand our visual and performing arts programs. When we apply for state and national funds, granting organizations look for a broad level of community support best demonstrated through membership numbers and individual donations. Is it possible there are not 1000 people in the Durango area willing to support our arts center?

I believe this community appreciates and values the service DAC provides artists and art lovers. I believe the business community understands the positive economic impact DAC provides by bringing tourists and locals alike downtown. I know this community benefits from the \$500,000 budget DAC spends annually in the community, which includes operating expenses, payments to artists and supporting local businesses. So we must not be effective in telling our story and asking for support. We currently have almost 800 members, and we are kicking off a new membership campaign to gain the 200 additional memberships we must have. On August 31, volunteers arrived at DAC bright and early to call local businesses and past members to ask for their support during the 2011 Membership Drive. Thanks go to Jeannie Berger, Elizabeth Salkind and Connie Imig for organizing the event; to staff members Sheri Rochford Figgs, Sandra Butler and Diane Panelli who recruited new members through phone calls, class registrations and ticket sales and to the volunteer phone committee: Terry Bacon, Amy Buchanan, Laurie Blanz, Bob Conrad, Gene Fisher, John Gamble, Joanie Bauer Hupp, Connie Imig, Mary Ellen Long, Sandra Mapel, Pat Senecal, Marta Snow, Connie Voss and Peggy Zemach. The community responded as 71 folks signed up in just one day. However, we must do more to reach 1000. You will see us signing up members at all DAC events and elsewhere throughout town. Please help. Encourage friends, neighbors and family members. Why not purchase DAC memberships as birthday and Christmas presents for loved ones? For the rest of this year, DAC will sell gift memberships for \$40, a 20% savings. What a deal! Get on board. Help DAC reach 1000 members.

Terry Swan
DAC Board President



Volunteers Pat Senecal and Amy Buchanan made calls and recorded payments during the August 31 Membership Drive.

DAC to the Future

Durango Arts Center Thursday, October 20

DAC to the Future, a fundraising event, takes place at the Durango Arts Center on Thursday, October 20. DAC will host 100 guests at a light lunch from noon to 1 p.m. This free one-hour event follows a well-designed formula intended to inspire guests to contribute to DAC. Members of DAC's board of directors will also share their vision and strategy. If you are interested in attending, call Diane Panelli at 259-2606 or write her at panellid@aol.com.



DAC: A Center for the Arts



The Durango Arts Center is truly becoming a center for the arts! Already housing the Barbara Conrad Gallery, DAC's Community Theater, the DAC Art Library, San Juan Symphony and Durango Performing Arts Company, DAC is pleased to add to its space The Fifth Corner Photo Gallery which features spectacular photography of the Four Corners region by Kathy Myrick and Linda Pampinella and is located upstairs next to the DAC Art Library. Occupying offices upstairs in the back of the building are the Durango Independent Film Festival and the studio of artist Maureen May. DAC hosts other activities including Anusara Yoga with Sandy Bielenberg, Durango Dot Comedy, Durango Writers Group, Juggling Class with Erin Stephens and SoulCollage® with Barb Horn. Check the listings on the back page for more information.

