



**Date:** March 4, 2019

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Andre Pettigrew, Director  
**Subject:** Contract between the City of Durham and American Dance Festival, Inc.

**Executive Summary**

This agenda item is a recommendation to approve the contract with American Dance Festival, Inc. for \$55,000.00 to produce the American Dance Festival which would bring visitors to Downtown Durham and spur economic development through cultural arts. The contract would be for Fiscal Year 2018-2019 (July 1, 2018– June 30, 2019).

**Recommendation**

OEWD recommends that City Council authorize the City Manager to execute a contract with American Dance Festival, Inc. to support the FY2018-2019 American Dance Festival in an amount not to exceed \$55,000.00.

**Background**

The American Dance Festival (ADF) is heralded as "One of the nation's most important institutions" by the New York Times, and as "The world's greatest dance festival" by the New York Post. ADF's sustained record of creative achievement is indivisible from the history of modern dance. Since 1934 ADF has been committed to serving the needs of dance, dancers, choreographers, and professionals in dance-related fields. ADF's programs are developed based on its mission to encourage and support the creation and presentation of new modern dance work by established and emerging choreographers, preserve our modern dance heritage with the presentation of classic works and through archival efforts, build wider audiences for modern dance, enhance public understanding and appreciation of the art form and its cultural and historical significance, and provide a sound scientific and aesthetic base for professional education and training of young dancers.

For 85 years, ADF has been the site of cultural exchange in modern dance. For the past 41 years ADF has made Durham its home and an international hub for the modern dance world to flourish. Facilitating innovation and collaboration, ADF offers creative residencies for choreographers and their companies to focus on the creative process, experiment new ideas with ADF students, give informal showings, and receive feedback from peers, faculty, and the Durham community. Companies are also given the opportunity to perform in an international spotlight in main-stage productions (each year, more than 20,000 people attend ADF and in 2018, students came from 36 states and from over 17 countries).

**Issues and Analysis**

Each year over the course of five-and-a-half weeks, ADF's programming contributes significant economic impact to the City of Durham. The festival brings over 180 artists from around the world to perform on ADF stages across the city, nearly 14,000 out of town visitors, and over 300 students and teachers, all who stay in hotels, dorms, Air B&Bs, and frequent the city's

restaurants, shops, and local businesses. According to a report generated by the Durham Convention & Visitors Bureau for ADF's 2017-2018 season, visitor spending totaled \$5,673,811 and the festival generated \$212,958 in local taxes, resulting in a total economic impact of \$7,963,495 and a value of \$5,830,758 added to Durham 's economy. An increase in these numbers is anticipated for the 2018-2019 festival.

ADF also contributes to the economic growth of the city through its year-round presence and employment and internship opportunities. Our seasonal hired draw is from in-state and out-of-state residents. ADF rents many of its spaces from Duke University and has annual rent that is increased each year. As of August 2018, the rent was \$98,000 for its North Carolina offices, studios, and Reynolds Industries Theater at Duke University. ADF owns the entire second floor of the building where the Samuel H. Scripps Studios are located and, to date, ADF paid \$19,232 in annual condo fees. In 2018, the Durham Performing Arts Center charged ADF \$18,343 for rent, and \$74,594 in expenses including stagehands, security, and front-of-house staff.

As of August 2018, ADF employed and paid the following wages:

- 12 full-time, salaried employees with total amount of wages of \$614,422.00
- 24 part-time employees with total amount of wages paid of \$105,666.00
- 180 artists paid by contract with a total amount paid of \$492,875.00
- 102 additional contract staff with total amount paid of \$376,088.00

In conjunction with performances, ADF seeks opportunities for cross-community collaborations that build new alliances. As a result, ADF has formed connections with neighboring organizations and continues to establish new relationships throughout Durham. During the 2019 season, ADF will partner with Duke University and the Nasher Museum of Art at Duke University in various capacities, as well as other partners to be announced. Through initiatives including ADF Project Dance, offering free community movement classes, and Experience Dance, a complimentary ticket program for local non-profits, we find opportunities to partner with our community to facilitate intersections that engage Durham residents. In 2018, ADF partnered with 23 organizations to offer 207 ADF Project Dance classes to 3,847 students. Additionally, ADF distributed 310 Experience Dance tickets to five local non-profits.

Additional ADF Studios programs include our scholarship program, offering need-based scholarships to youth to attend weekly classes and summer camps; the ADF Studios Subsidy program, nurturing the creative landscape of Durham by providing \$10 subsidized studio space to local artists; and the Parkinson's Movement Initiative, providing weekly movement opportunities for individuals living with PO and their caregivers cost-free, thanks to support from the Parkinson Foundation through funds raised by Moving Day® North Carolina, a walk for Parkinson's. Last year Parkinson's Movement Initiative served 189 unique individuals and their caregivers, as well as trained 28 volunteers.

### **Alternatives**

Council can choose to pass this item, to not pass this item, or to change the amount of the contract. If full funding is not approved, ADF programming would be reduced, with some of the free offerings for the public being scaled down or eliminated.

### **Financial Impact**

If approved by Council, the American Dance Festival would be supported with a budgeted FY2018-2019 appropriation from the Downtown Revitalization Fund. Most of the City funding will be used to rent venues owned/operated by the City and to fund Community Ticket programs.

**Equal Business Opportunity Summary**

This item was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

**Attachments**

- Attachment A: Program Scope and Description FY2018-19 American Dance Festival
- Attachment B: Budgeted City-Funded Expenditures FY2018-19 American Dance Festival
- Attachment C: Deliverables Reporting Form FY2018-19 American Dance Festival
- Attachment D: Total Budget FY2018-19 American Dance Festival