



Date: September 3, 2019
To: Thomas J. Bonfield, City Manager
Through: W. Bowman Ferguson, Deputy City Manager
From: Jina B. Propst, Interim Director, General Services Department
Subject: Contract between the City of Durham and American Dance Festival, Inc.

Executive Summary

The General Services Department issued a Request for Proposals (RFP) for Festival and Event Funding on July 2, 2019. This agenda item is a recommendation to approve the contract with the American Dance Festival, Inc. (ADF) for \$70,000 to produce The American Dance Festival 2020 with a portion of that allocation. This funding would support ADF's ability to achieve the five goals outlined established by the Cultural Advisory Board and the City's Cultural and Public Art Program:

- Benefit Durham's economy and communities
- Promotes equity, diversity, inclusion and accessibility
- Encourages awareness of art, history, and/or culture
- Creates vibrancy for Durham's community
- Demonstrates organizational efficiency and effectiveness.

Recommendation

The General Services Department recommends that City Council authorize the City Manager to execute a contract with the American Dance Festival, Inc. to support The American Dance Festival 2020 in an amount not to exceed \$70,000.00.

Background

The City has recognized in its Sustainability Roadmap, that Durham's rich cultural heritage is an important part of what makes Durham's neighborhoods thrive, attract tourism and business development, and brings together the community. Part of celebrating Durham's rich cultural heritage is investing in the cultural economy through festivals and special events that promote cultural tourism.

The City recognizes that festivals, events, and other celebrations play an important role in fostering community well-being, creating local identity, and in contributing to an improved quality of life of Durham residents and visitors. The City has budgeted \$195,000.00 to support Festivals and Special Events for FY19/2020 in the annual budget.

The RFP review criteria for Festival and Events funding was updated from the FY19 process to reflect the changes in the newly defined five goals, as outlined above, in partnership with the Innovation Lab, Cultural Advisory Board, and General Services Department. The changes to the RFP process and goals were presented to the Downtown Durham Inc.'s monthly meeting for Festival and Special Events organizations. The meeting provided an opportunity for applicants to learn about the new RFP process and provide feedback. Feedback was incorporated into the revised RFP process, including technical and qualitative updates, such as making the RFP process more usable on-line in addition to incorporation of updated evaluation criteria.

A request for proposals for the FY20 Festivals and Special Events funding was issued on July 2, 2019 to support community-based festivals and events that reflect the vibrant, distinct and diverse character of Durham and its residents, while offering opportunities to create economic, social, health and community benefits. Applicants had an opportunity to attend a City-hosted workshop on the new RFP process on July 15, 2019. Once the RFP proposal deadline passed on August 2, 2019, the Cultural Advisory Board members reviewed the proposals and submitted comments in preparation for CAB review meeting. On August 21, 2019, the RFP review meeting was structured for CAB members to provide comments and recommendations for each proposal and gather consensus on the funding recommendations.

Proposals were reviewed by Cultural Advisory Board (CAB) and City Staff and the following allocations are being recommended for FY 2019-20 funding.

Center for Documentary Studies -- <i>Full Frame Documentary Film Festival</i>	\$65,000
American Dance Festival, Inc.-- <i>American Dance Festival 2020 Season</i>	\$70,000
Durham Central Park -- <i>PLAYlist Concert Series</i>	\$10,000
The LGBTQ Center of Durham, Inc. -- <i>Pride: Durham, NC</i>	\$10,000
St. Joseph's Historic Foundation -- <i>Hayti Heritage Film Festival</i>	\$15,000
Durham Ballet Theatre -- <i>Annual Free Performances for the Special Needs Community</i>	\$8,000
Click! Photography Festival -- <i>The Fence</i>	\$10,000
<u>La Noticia Education Foundation -- <i>Tamale Festival</i></u>	<u>\$7,000</u>
TOTAL	\$195,000

CAB reviewed the eleven proposals based on criteria outlined in the RFP. CAB voted unanimously to approve the funding recommendations outlined above. The proposals recommended by the CAB to receive the full requested funding amount were Full Frame Documentary Film Festival, American Dance Festival 2020 Season, PLAYlist Concert Series, Pride: Durham NC, Hayti Heritage Film Festival, and Annual Free Performances for the Special Needs Community. The Tamale Festival, requested \$11,000, was recommended by CAB to be partially funded at \$7,000. The Fence, requested \$14,900, was recommended by CAB to be partially funded at \$10,000. Three of the proposals were not recommended by CAB for funding: The Art of Cool, Bull City Rumble, and Durham Blues and Brews Festival.

Funding recommendations were determined by the non-profit organization's ability to address the five priority goals. Additionally, funding support is determined by the available funding and external demands on the City's annual budget, the economic and social benefits of the Festivals and Special Events for the community, and Durham's support of the Festivals and Special Events.

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 more than eight decades, ADF has been the site of cultural exchange in modern dance. For the past 42 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, 300 students came from 38 states and from over 27 countries).

Issues and Analysis

The funding recommendations supports the City's commitment to Durham's cultural and art community and the goals as outlined in the Annual Budget and the Sustainability Roadmap.

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 6,500 out of state 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 2018 season, visitor spending totaled \$4,415,567 resulting in a total economic impact of \$6,197,482. An increase in these numbers is anticipated for the 2019 ADF season which will be available upon the end of ADF's fiscal year (September 30, 2019).

ADF also contributes to the economic growth of the City through its year-round presence and employment and internship opportunities. The ADF seasonal hired draw is from in-state and out-of-state residents.

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

- 12 full-time, salaried employees with total amount of wages of \$696,740.00
- 24 part-time employees with total amount of wages paid of \$108,397.00
- 180 artists paid by contract with a total amount paid of \$492,875.00
- 112 additional contract staff with total amount paid of \$400,860.00

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 2020 season, ADF will partner with Duke University and the Nasher Museum of Art at Duke University in various capacities, as well as with Hayti Heritage Center and NorthStar Church of the Arts to engage the community surrounding the presentation of Reggie Willson and Fist and Heel Performance Group's POWER. Through initiatives including ADF Project Dance, offering free community movement classes, and Experience Dance, a complimentary ticket program for local non-profits, ADF finds opportunities to partner with the Durham community to facilitate intersections that engage Durham residents.

Additionally, ADF will partner with 200 organizations to offer ADF Project Dance classes to 4,000 students and distribute 310 Experience Dance tickets to local non-profits. ADF Studios programs

include a 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 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.

ADF will introduce the Made in NC commissioning program in 2020, which has secured support for through 2022. The project will commission and present three to four NC-based artists (with a focus on Durham) for the next three performance seasons.

Alternatives

The City Council could choose not to approve the recommended funding allocation or change the funding allocation for American Dance Festival, Inc. 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

Funding for this contract will be drawn from account 0C000100/725000.

Equal Business Opportunity Summary

Not applicable.

Attachments

Attachment A – American Dance Festival Program Scope and Description

Attachment B – American Dance Festival Total Budget

Attachment C – American Dance Festival Deliverable Reporting Form

American Dance Festival -- Festivals and Special Events Draft Contract Agreement