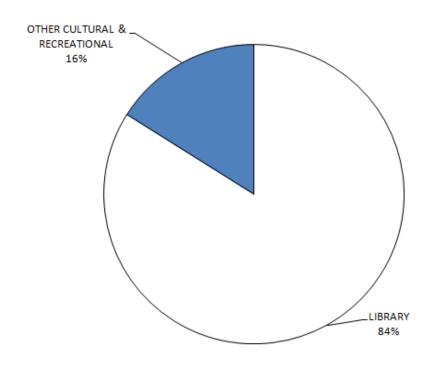
Culture/Recreation Approved Budget



	2009-2010	2010-2011	2010-2011	2011-2012	2011-2012
Business area	Actual	Original	12 Month	Department	Commissioner
	Expenditures	Budget	Estimate	Requested	Approved
LIBRARY	\$ 8,520,765	\$ 9,142,882	\$ 8,814,362	\$ 8,571,316	\$8,897,569
OTHER CULTURAL & RECREATIONAL	\$ 1,995,193	\$ 1,800,019	\$ 1,800,019	\$ 1,815,708	\$1,705,616
Overall Result	\$ 10,515,957	\$ 10,942,901	\$ 10,614,381	\$ 10,387,024	\$ 10,603,185

LIBRARY

MISSION

The mission of Durham County Library is to provide to the entire community books, services and other resources which inform, inspire learning, cultivate understanding and excite the imagination.

PROGRAM DESCRIPTION

Durham County Library is a department of Durham County. The Library Board of Trustees is appointed by the Board of County Commissioners and reviews policies. Library Director Tammy K. Baggett, who is an *ex officio* member of the Board of Trustees, reports to the Deputy County Manager. There are ten library locations: the Main Library, four full-service Regional Libraries (East, North, South, and Southwest), one branch (Stanford L. Warren), two community libraries (Bragtown and McDougald Terrace) and two mobile units (Bookmobile and OASIS). The county's Capital Improvement Plan includes the expansion/renovation of the Main Library (planning underway). Durham County Library is supported in part by two nonprofit organizations: Durham Library Foundation Inc. and Friends of the Durham Library Inc.

Libraries build community. An essential part of life for Durham County residents, the Durham County Library contributes to each of the County's Results Based Accountability outcomes. The Library is a significant contributor to the following:

- Children—The Library's strategic plan emphasizes service to children and families, including high-quality early literacy training for parents and caregivers of at-risk children. After school activities, computer training, enrichment and homework help in Spanish and English take place every day across the Library system. Last year, more than 53,000 children and teens attended a Library program, either at the Library or in the community.
- Prosperity—Durham County residents rely on the Library for help with job applications, computer training, small
 business planning and bias-free financial information. As residents struggle to pay for Internet access, computer
 repairs and upgrades, reading material, child care, family entertainment and lifelong learning, they are taking
 increasing advantage of the Library's free offerings. Library staff are trained to provide skilled assistance in each of
 these areas, responding to increasing needs in the challenging economy.
- Culture—Durham County residents have come to expect a rich variety of free, award-winning cultural programs at the
 Library. Each month, approximately 2,000 adults attend a Library event. A broad spectrum of topics including local
 history, current events, fine art, literature, pop culture, dance, world languages, music, craft workshops and local
 partnerships expose residents in all economic groups to excellence in the Humanities. The North Carolina Collection,
 specializing in Durham County history is used by people all over the world.
- Seniors—Seniors in Durham County enjoy programming and services designed to meet their needs. The OASIS
 program brings Library materials directly to shut-ins, while the Bookmobile visits local senior housing. Programs and
 classes designed especially for seniors are popular, while intergenerational events provide seniors the chance to
 interact with one another and connect with residents of all ages. Many Library volunteers are seniors who relish the
 opportunity to help their community while enjoying the Library.
- Neighborhoods—The two new Regional Libraries are anchors to their surrounding neighborhoods. More than 4,500 groups, mostly local nonprofits, used the Library's meeting rooms with a total of almost 35,000 residents in attendance. Durham County's beautiful libraries serve as community meeting places and are a source of neighborhood pride.

The Durham County Library has a positive impact on the remaining outcomes as well:

- Safety—The Library offers regular training on internet safety and identity theft prevention for Durham County residents of all ages and provides a safer, free alternative for children with nowhere to go after school.
- Health—Community partnerships make the Library a site for free meals for over 1,000 low-income children during the summer. Programming and resources on nutrition, weight loss, diseases and treatment are free of charge.
- Environment—The County's LEED-certified libraries are a model to communities nationwide. Bags for check-out, electronic notification, special events and educational programs help residents conserve resources.
- Housing—The Library partners with the Durham Housing Authority to distribute and provide help with Section 8 housing forms and is a major partner in serving Durham County's homeless population.

Library

Business Area: 6110

	2009-2010	2010-2011	2010-2011	2011-2012	2011-2012
Summary	Actual	Original	12 Month	Department	Commissioner
	Exp/Rev	Budget	Estimate	Requested	Approved
▼ Expenditures					
Personnel	\$5,901,786	\$6,591,948	\$6,236,885	\$6,481,622	\$6,574,758
Operating	\$2,581,753	\$2,519,006	\$2,545,569	\$2,083,694	\$2,316,811
Capital	\$37,225	\$31,928	\$31,908	\$6,000	\$6,000
Total Expenditures	\$8,520,765	\$9,142,882	\$8,814,362	\$8,571,316	\$8,897,569
∇ Revenues					
Intergovernmental	\$244,125	\$240,000	\$234,194	\$225,000	\$387,942
Contrib. & Donations	\$78,025	\$26,650	\$42,050	\$28,402	\$28,402
Service Charges	\$234,076	\$199,000	\$204,375	\$201,500	\$201,500
Other Revenues	\$251	\$300	\$169	\$300	\$300
Total Revenues	\$556,478	\$465,950	\$480,787	\$455,202	\$618,144
Net Expenditures	\$7,964,287	\$8,676,932	\$8,333,574	\$8,116,114	\$8,279,425
FTEs	142.53	138.55	138.55	138.45	138.45

2011-12 HIGHLIGHTS

- Reduce expenditures for new computer equipment by 66% and materials by 6 1/2% to meet target reduction. No new services are added.
- Change 3.9 temporary FTEs to permanent staff through staff reallocations and reducing advertising and office supplies. Despite the addition of the permanent FTEs, the Library met its target reduction.
- The E-rate reimbursement program revenue and expenditure for increased Library computer bandwidth is relocated to the Library. It was previously located within Information Technology's allocation.
- Eliminate 4 currently vacant (3 unfunded) FTEs.

2011-12 OBJECTIVES

- Develop a new strategic plan for Durham County Library that focuses on the future, meets the needs of residents and increases Library use throughout the system.
- Continue to support family literacy by preparing children to succeed in school with high-quality early literacy programs.
- Support early science education by seeking grant funding to provide expanded hands-on science instruction for preschoolers and their families.
- Promote Durham's cultural heritage and the resources available in the North Carolina and Selena Warren Wheeler collections.
- Provide Durham residents with added computer training and support for job searches and e-government needs.
- Investigate joining a shared statewide library catalog project to save County and State resources.

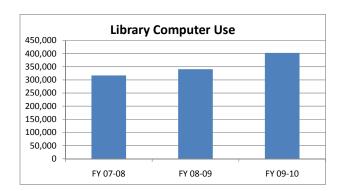
2010-11 ACCOMPLISHMENTS

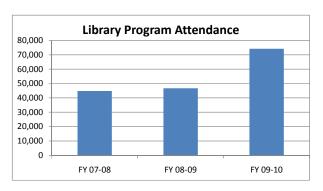
- Two regional libraries opened this year. Southwest Branch opened as a renovated and expanded regional on May 24. With the opening of South Regional on July 28, southeast Durham County residents now have a local, full-service library. South Regional also boasted the system's first public art, "Stephen's Bent." This 17 ft. earth cast structure was created by internationally known sculptor Thomas Sayre. The work was funded by a gift of \$100,000 from the C.M. Herndon Foundation to the Durham Library Foundation.
- The library welcomed new library director, Tammy Baggett. Other key positions filled include the Manager of the historic Stanford L. Warren Library and the Reference/Adult Services Manager for the Main Library.

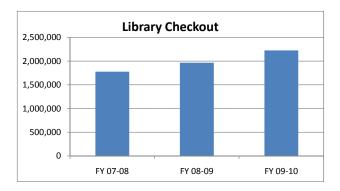
2010-11 ACCOMPLISHMENTS (cnt'd)

- The library's website received 2.5 million visits last year. Two important new sites were launched as part of this "digital branch" of the library: *Celebrating D. W. Newsom, Durham's First County Manager* was launched to coincide with the 80th anniversary of the county manager style of government; *The Women Who Ran the Schools* gathers in one place important information about the Jeanes teachers who taught in Durham's rural African-American schools built by Rosenwald funds in the early 1900s.
- The library was awarded a \$2,000 grant from Target for Sunday Storytime Sensations for children. The library also
 received a \$2,000 grant from South Arts in partnership with the National Endowment for the Arts and the North
 Carolina Arts Council, to bring the NY Times Bestselling author of Wench, Dolen Perkins-Valdez, to Durham. The author
 participated in three days of programming that included partnerships with local Durham Public Schools, North
 Carolina Central University and Hayti Heritage Center.
- The use of the library's database resources through NC Live increased approximately 60% over the last fiscal year: up from 55,000 uses to 89,000. The most popular uses for the NC Live databases are academic and business research.
- Self-check machines were installed in each library location. Forty-eight percent of all check outs are now handled by the self-serve terminals.
- The library partnered with East Durham Children's Initiative to bring national author and reporter Paul Tough to Durham County. An active partner in the initiative, the library worked with EDCI leadership to host Mr. Tough's successful visit to the Holton Career and Resource Center in May 2010. The event was extremely well attended and received good media coverage.
- Thanks to a grant from the Friends of the Durham Library, the latest technology is available in Durham County's libraries. The library purchased 24 Nook e-readers and is making them available to book clubs for check out. The response has been very positive. Durham County Library is one of the first in the area to offer this service.
- The library hosted a free series of Career Readiness Workshops at the historic Stanford L. Warren Branch. The workshops, which included classes on effective interviewing, job search strategies and resume writing, continued and built on the success of the employment fair hosted last year. Other important programming includes the "Commemorating Courage" series, which honored Durham residents and organizations that challenged the status quo and worked against injustice. The program was very well attended and garnered heavy, positive media coverage.
- The library partnered with Durham Connects to begin distributing library cards to every baby born in Durham County. The library's "At Birth Card" or ABC program makes a library card part of the welcome bag delivered to new parents in Durham County.

2011-12 PERFORMANCE MEASURES







The Story Behind the Last Two Years of Performance

Service counts have increased as expected with the opening of the new South and Southwest Regional Libraries and the continued struggling economy. Customers who visited the library used more computers, attended more programs, and checked out more items. The economic climate continued to present a challenge; the Library reallocated a reduced budget to meet the most pressing needs of an increasing number of users.

Strategies: What do you propose to do to improve performance?

Durham County Library will develop a new Strategic Plan that meets the needs of residents and increases Library use throughout the system. The economy is another factor driving increased customer demand for growth in library services.

- Continue to rely on self-service options, including self-checks and self-service holds, and focus library staff on customer service roles.
- Provide increased assistance to customers seeking computer help with online-only applications and forms used by a
 growing number of employers and government agencies.
- Expand outreach to the community, especially in the Stanford L. Warren Library area.

NORTH CAROLINA MUSEUM OF LIFE AND SCIENCE

MISSION

The North Carolina Museum of Life and Science's mission is to create a place of lifelong learning where people, from young child to senior citizen, embrace science as a way of knowing about themselves, their community and their world.

PROGRAM DESCRIPTION

The North Carolina Museum of Life and Science cultivates discovery of the natural and physical sciences by the citizens of Durham County. As a combined science center, nature center and zoo housed on a 70-acre campus, the museum is in a unique position to incorporate the principles of scientific inquiry in exhibits and programs that instill lifelong learners of all ages with a love of science.

The museum contributes most strongly to the Durham County outcomes of:

- Culture With its unique and expanding indoor/outdoor environment, the museum helps to define Durham as a
 destination and as a community of innovation.
- Schools With its educational environments and experiences for families, educators, students and visitors, the museum offers informal learning opportunities that reinforce classroom experience. The museum's direct support of Durham Public Schools' science, math and healthful living curricula bolsters educator and student success.

In addition to critical impact on schools and culture, the museum also has impact on:

- Environment The museum's rain garden continues to educate through workshops, handouts and a website about protecting stream resources. Signage and handouts describe museum water-saving projects in action.
- Prosperity the museum creates economic impact for Durham by attracting nearly 180,000 visitors from outside of the county annually. The museum also generates \$13 million in annual visitor-related spending.
- Health The new Investigate Health! exhibit engages visitors in understanding how behavior impacts health.

2010-11 ACCOMPLISHMENTS

- Successful opening of Contraptions (lower-cost exhibit reinvention) along with numerous exhibit maintenance projects,
- Landscaping renovations with current staff and leadership of new horticultural position,
- Continued to tune successful event strategy to drive attendance (more multi-day and evening events to use capacity more effectively, eliminated less productive events),
- 42% increase in rental and birthday party revenues,
- 21% increase in annual volunteer hours (to 17,153 hours or about 8 FTE's),
- High satisfaction rate (90%) among parents who responded to the summer camp evaluation.
- Developed partnerships that are enabling the Museum to participate in competitive federal grants process with \$6 million in opportunity,
- Secured sponsors for special events and for free attendance for children under 3 (\$50K total);
- 14% increase in retail sales through the Museum's gift shop,
- 2010 member survey showed strong satisfaction (95% intend to renew; however actual is 56% who do renew on time) and that reasons for non-renewal are extrinsic (living more than 30 minutes from Museum and children "aging out" were primary, with many comments about economic stressors),
- Traffic to our websites increased 15% to 336,015 visits per year.
- In FY2009-10, a total of 432,842 people visited the Museum representing a new record year for visitation.
 - o Member visits accounted for 190,260 admissions (or 44% of total visitation).
 - General visitors who paid our full, discounted or group admission represented 138,967 visits (or 32%).
 - We hosted 66,836 free-to-the-visitor admissions (or 15%), including our "pay what you wish" free Wednesday afternoons for Durham residents, teachers with groups, children under 3 (sponsored by a donor this year) and corporate member admission passes.
 - Program participants for activities including birthday parties, scout programs, summer camp, community classes, special events and other groups attracted 36,779 visitors (or 9%). Some program participants enjoy effectively a free admission as once they are at the Museum they are free to explore the grounds after their program.

North Carolina Museum of Life and Science

Funds Center: 6190310000

2009-2010	2010-2011	2010-2011	2011-2012	2011-2012
Actual	Original	12 Month	Department	Commissioner
Exp/Rev	Budget	Estimate	Requested	Approved
\$1,350,260	\$1,309,752	\$1,309,752	\$1,309,752	\$1,309,752
\$1,350,260	\$1,309,752	\$1,309,752	\$1,309,752	\$1,309,752
\$0	\$0	\$0	\$0	\$0
\$1,350,260	\$1,309,752	<i>\$1,309,752</i>	\$1,309,752	\$1,309,752
	Actual Exp/Rev \$1,350,260 \$1,350,260 \$0	Actual Original Exp/Rev Budget \$1,350,260 \$1,309,752 \$1,350,260 \$1,309,752 \$0 \$0	Actual Exp/Rev Original Budget 12 Month Estimate \$1,350,260 \$1,309,752 \$1,309,752 \$1,350,260 \$1,309,752 \$1,309,752 \$0 \$0 \$0	Actual Exp/Rev Original Budget 12 Month Estimate Department Requested \$1,350,260 \$1,309,752 \$1,309,752 \$1,309,752 \$1,350,260 \$1,309,752 \$1,309,752 \$1,309,752 \$0 \$0 \$0 \$0

2011-12 HIGHLIGHTS

- County funding for NCMLS stays flat compared to FY 2010-11 funding and is equal to a 3.0% decrease from their FY 2009-10 approved funding.
- Debt service for previous and current related museum capital projects is shown below.

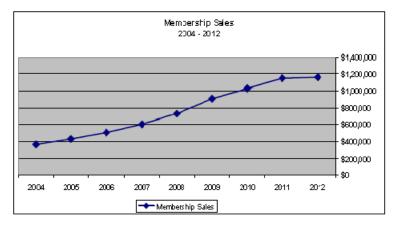
Museum of Life and Science Debt Service							
FY 2009-10	FY 2009-10 FY 2010-11 FY 2011-12 FY 2011-12						
Actual	Estimated	Requested	Approved				
\$810,614	\$755,840	\$1,309,757	\$1,309,757				

2011-12 OBJECTIVES

- Effectively deliver on our mission and make a distinctive impact, relative to our resources.
- Navigate the current economic downturn and be prepared for growth when the economic environment improves.
- Create value for our members—as learners and as loyal customers—so that they will visit throughout the year, use our websites, purchase programs and products, and renew their memberships.
- Enhancing the visitor experience.

Performance Measure 1: Increase in membership and member visits

Why is membership important? Because an increase in membership can serve as a proxy for both customer satisfaction and the Museum's achievement of our mission to create a place of lifelong learning.



Story Behind Performance

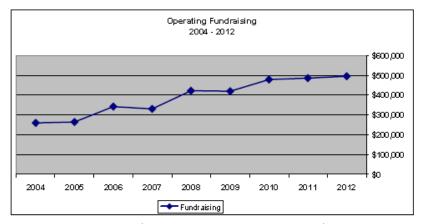
- The Museum's member-focused strategies, along with the Triangle's population growth, contribute to growth in member numbers, revenues and service. The Museum has increased its member retention rate to 56.9% through continued focus on timely renewal notices and improved front desk renewal scripts.
- While about 40% of our members are Durham County residents (about 3,600 Durham County households), it is important to note that an even greater number of members come from across the Triangle to visit Durham, producing important economic impact and adding value to Durham's brand.
- Our offerings continue to grow in popularity, with striking increases in the percentage of spaces filled by member families and the speed with which these offerings are filled. Our new members-only experiences have quickly sold out, generating new revenue.

Strategies

• To better understand our members and provide meaningful opportunities to engage them, the Museum has conducted member satisfaction surveys, developed tools for member feedback and input and uses website analytics.

Performance Measure 2: Increase in attracting and leveraging donor support

Why is fundraising important? In addition to being a key strategy to increase our organization's sustainability, fundraising helps us measure our worth to the community and builds key relationships. Fundraising success requires a strong board, and is impetus to seek high-caliber individuals to govern the Museum and help ensure organizational success.



Story Behind Performance

- The Museum has increased fundraising and we are experiencing some recovery in the donor marketplace after two years of difficult economic indicators as well as strong response to re-tooling our fundraising "mix" by growing fundraising events.
- Better relationships and stewardship have produced results particularly in challenging times, we must be "top of mind" with our donors to continue to earn their support.
- Larger gifts have helped us to raise more money. New donors like Merck (\$50,000) Time

Warner Cable (\$25,000), F.M. Kirby Foundation (\$25,000) and others have grown our base of major donors.

Strategies:

- Each year, we define the Museum's case for support including operating and project needs to inform communications and fundraising proposals. Local audiences as well as national groups see our case for support as a best practice.
- Key staff and Board members are engaged in advancement contacts building relationships, providing opportunities for involvement and thanking our donors.
- Build our annual fund into a stable, renewable source of operating support from individuals, corporate members, foundations and events.
- Identify and build relationships with planned giving and additional major donors.

Performance Measure 3: Contact hours to build readiness and success in school

What is the Museum's role in building readiness for and success in school and why is it important? Science learned out of school time complements the science learned in the classroom. But what the Museum offers is more than just science content. When children visit the Museum, whether on a school visit or with a parent or caregiver, they are afforded another opportunity develop awareness, interest, motivation, social competencies, and practices along with knowledge and identities that set them on a trajectory to learn.

Story Behind Performance

Through our exhibits and educational programming, the Museum inspires and motivates children to learn science and to explore science careers. The Museum also engages children physically and mentally in science in a way that allows them to tailor content, style and pace to their individual needs. This is vital because schools alone cannot bear the responsibility of educating our children. The Museum is proud to be a part of an educational infrastructure made up of schools and community organizations that collectively enable children to learn in all environments at all times, not just during the school day.

Strategies:

- The museum has responded to increasing demand for in-school support by:
 - Self-guided field trips. The number of Durham Public School students taking a field trip to the Museum has remained steady. DPS groups on field trips are admitted free to the Museum.
 - Focused Field Trips. Over the past three years we have developed new program topics to meet the needs of Durham teachers charged with meeting NC Science Standards, and expanded these programs for K-12 audiences.

- Intensive Outreach focused on the Y.E. Smith "Museum School." In collaboration with the school and the East Durham Children's Initiative, Museum education staff have established a unique relationship with the 5th grade teachers and school administrators at Y.E. Smith in addition to providing an ongoing afterschool science club for grades 3-5.
- O Durham Public School's kit program. Over the past five years, the number of kits required by DPS has almost quadrupled from 455 kit rotations in 2005 to over 1700 kit rotations currently. Museum staff are crucial partners for teachers who have questions about kit materials or implementation.
- Benefits for DPS. DPS students and teachers benefit from Museum initiatives ranging from focused field trips to Genome Diner public engagement with science to the privately-funded upgrade of our lab for high school immersive programs with the Contemporary Science Center. The Museum continues to partner with DPS to support teachers, to host opportunities like "Countdown to Kindergarten" and more
- The museum has responded to increasing demand from the community by:
 - Teacher Workday, Spring Break and Intersession Camps. These programs, although offered to children from all counties, are created based on the DPS traditional and year round calendars to match the needs of our community.
 - o Improvements to our Summer Camp Program. Durham children make up 45% of our summer camp audience, providing Durham children with safe and effective learning environments and their working parents with high quality care.
 - Participation in local community events (free of charge), including Durham Parks and Recreation Earth Day,
 Duke's BOOST science opportunities fair or Durham school science fairs and parent nights.
 - Expanding our programming audience. Over the past few years the Museum's audience has expanded from families and schools to include Girl Scout groups, church groups, and library communities, among others. This growth in audience provides us with more avenues to impact Durham's youth.

CONVENTION CENTER

PROGRAM DESCRIPTION

Durham County and the City of Durham jointly constructed a Convention Center in 1987 and now operate a Convention Center Complex within the downtown business district. The Convention Center Complex complements functions held at the Arts Council and Carolina Theatre and promotes and complements a wide variety of economic and other activities in the downtown area. A 2009 report by the Durham Convention and Visitors Bureau estimated that the Convention Center creates between \$11 - \$16 million in local spending through the people planning and attending events and meetings at the facility. The facility has operated under various catering and management agreements since it opened in 1987.

Major renovations to the Durham Convention Center began in January 2011 and are expected to be completed in August of 2011. While the facility was largely closed during construction, the upgrades, including six new breakout rooms and a new technology backbone, are expected to make the facility much more attractive and competitive in its market.

While the Durham Convention Center had been managed by the Shaner Hotel Group, LLC (operators of the co-located Marriott Hotel) since the mid-1990s, the City and County decided to put the management of the Convention Center out for bid in the fall of 2010. At a joint session in January 2011, the County Commissioners and City Council approved a new management agreement with Global Spectrum, a subsidiary of Comcast Spectacor. Global Spectrum has a wealth of experience managing such facilities and improving their bottom-line financial condition. The county's 50% share of the net operating deficit for FY 2011-12 is projected at \$400,000, roughly \$125,000 less than what was required in FY09-10 (the last full year of operations before construction began). This includes the management contract and supports a portion of a Facility Manager position to serve as a liaison to the management company and provide oversight and monitoring of the Convention Center.

Convention Center

Funds Center: 6190280000

Net Expenditures	\$621,583	\$438,084	\$438,084	<i>\$337,456</i>	\$337,456
Total Revenues	\$0	\$0	\$0	\$0	\$0
∇ Revenues					
Total Expenditures	\$621,583	\$438,084	\$438,084	\$337,456	\$337,456
Operating	\$621,583	\$438,084	\$438,084	\$337,456	\$337,456
▼ Expenditures					
	Exp/Rev	Budget	Estimate	Requested	Approved
Summary	Actual	Original	12 Month	Department	Commissioner
	2009-2010	2010-2011	2010-2011	2011-2012	2011-2012

CULTURE AND RECREATION NONPROFIT AGENCIES

MISSION

The mission of Durham County government is to enhance the quality of life for its citizens by providing education, safety and security, health and human services, economic development, and cultural and recreational resources.

PROGRAM DESCRIPTION

Durham County is committed to providing financial assistance to those nonprofit agencies which assist it in carrying out its mission. Nonprofit agencies also are asked to focus on one or more of Durham County's Results Based Accountability outcome areas. These outcomes were adopted to engage the community in making broad-based change:

- Everyone is safe.
- Everyone is healthy.
- Children are ready for and succeeding in school.
- Everyone enjoys a prosperous economy.
- Everyone has access to adequate, safe and affordable housing.
- Everyone enjoys a community that is vibrant, rich in aesthetic beauty and embraces and promotes its cultural heritage.
- Everyone enjoys a healthy environment.
- Senior adults have optimum choices for the highest quality of life.
- Everyone enjoys sustainable, thriving neighborhoods with an efficient and well-maintained infrastructure.

Included in this cost center are nonprofit agencies and other nongovernmental agencies whose work complements the efforts of the county's cultural and recreational activities and whose mission is the provision of such services for the benefit of county residents and visitors. The following organizations are budgeted within this cost center:

- Durham Striders Youth Association, Inc.
- Eno River Association
- People's Channel
- Southeastern Efforts Developing Sustainable Spaces (SEEDS)
- Triangle Champions Track Club

Detailed funding information for each nonprofit agency is listed in the Appendix.

Culture and Recreation Nonprofit Agencies

Funds Center: 6190

Summary	2009-2010 Actual	2010-2011 Original	2010-2011 12 Month	2011-2012 Department	2011-2012 Commissioner
	Exp/Rev	Budget	Estimate	Requested	Approved
∇ Expenditures					
Operating	\$23,350	\$52,183	\$52,183	\$168,500	\$58,408
Total Expenditures	\$23,350	\$52,183	\$52,183	\$168,500	\$58,408
∇ Revenues					
Total Revenues	\$0	\$0	\$0	\$0	\$0
Net Expenditures	\$23,350	<i>\$52,183</i>	\$52,183	\$168,500	\$58,408

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