



Culture/Recreation

Departments and services supporting cultural and recreational activities for the benefit of residents and visitors.

Business Area Name	FY 2022-23 Actuals	FY 2023-24 Original	FY 2023-24 Estimated	FY 2024-25 Requested	FY 2024-25 Approved	% Change Appr. v. Orig.	Dept. % of Funct. Area
Library	\$13,402,001	\$14,213,852	\$13,566,992	\$14,407,712	\$14,137,712	-0.54%	85.19%
Other Cultural & Recreational	\$2,411,341	\$458,000	\$2,558,124	\$2,458,124	\$2,458,124	436.71%	14.81%
Total	\$15,813,342	\$14,671,852	\$16,125,116	\$16,865,836	\$16,595,836	13.11%	100.00%

LIBRARY

Description

The mission of Durham County Library is to encourage discovery, connect the community, and lead in literacy. The Library benefits the public good for all Durham residents by providing free access to materials, services, and programs. The available collection offers both print and downloadable books, music, movies, audiobooks, magazines, and other materials. The North Carolina Collection and Selena Warren Wheeler Collection preserve and provide access to the history of Durham. Services include access to computers, the Internet, programs, and classes. The Library removes barriers to information, education, and recreation for all members of the community regardless of origin, age, background, or views. The Library's collection and services support literacy at all ages, bridging the digital divide across income levels, strengthening the workforce, and capturing the culture of Durham.

Programs

General Collection

The Library offers both print and downloadable books, music, movies, audiobooks, magazines, and other materials for free checkout. Subscription databases, instructor led classes, and other online resources are part of the collection. This program area also includes the staff responsible for selecting, purchasing, cataloging, processing, and making the collection available to the public. It includes the special collections of the North Carolina Collection and Selena Warren Wheeler Collection.

Library Operations

Library Operations include the staff that provide service directly to the public within the branches and the staff who carry out the day-to-day functions of the library system. This includes location staff, Library Human Resources, Facilities, and Library Administration. This program includes the expenses associated with building maintenance, professional development, supplies, and storage.

Programming, Community Outreach & Engagement

The Library makes its services available to those who cannot come into a library branch, are unaware of the library, or cannot access library services for another reason. The Library makes it possible to check out materials, attend programs, and take classes through the Destination Literacy bookmobile and technology vehicles, Hispanic Services, Family Literacy and Community Services, Humanities, OASIS (Older Adult and Shut-in Service), and Library Marketing.

Technology Access

The Library makes computers, office productivity software, maker equipment, MiFis, and other technology available for public use. This includes the expenses for the website, online catalog, public Internet access, Library purchased hardware, and the staff of Library IT.

Budget

Category	FY 2022-23 Actuals	FY 2023-24 Original	FY 2023-24 Estimate	FY 2024-25 Requested	FY 2024-25 Approved	% Change Orig. v. Appr.
Expenditure	\$13,402,001	\$14,213,852	\$13,566,992	\$14,407,712	\$14,137,712	-0.54%
Personnel	\$10,093,947	\$10,940,268	\$10,157,351	\$11,134,128	\$10,884,128	-0.51%
Operating	\$3,308,053	\$3,083,584	\$3,219,641	\$3,083,584	\$3,063,584	-0.65%
Capital						
Transfers Out		\$190,000	\$190,000	\$190,000	\$190,000	0.00%
Revenue	\$746,977	\$701,228	\$761,809	\$760,234	\$760,234	8.41%
Intergovernmental	\$514,879	\$461,228	\$499,228	\$495,734	\$495,734	7.48%
Contributions and Donations	\$140,262	\$193,000	\$193,000	\$163,000	\$163,000	-15.54%
Service Charges	\$91,973	\$47,000	\$69,566	\$101,500	\$101,500	115.96%
Other Revenues	(\$137)		\$15			
Net County Cost	\$12,655,024	\$13,512,624	\$12,805,183	\$13,647,478	\$13,377,478	-1.00%

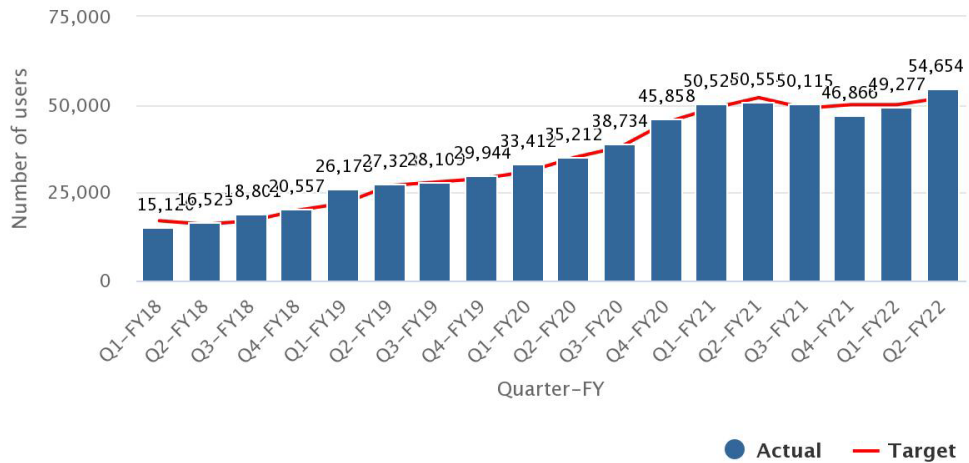
FY 2022-23 Actual FTE	FY 2023-24 Original FTE	FY 2023-24 Estimated FTE	FY 2024-25 Requested FTE	FY 2024-25 Approved FTE
148.38	148.38	144.38	144.38	144.38

*FY 2023-24 Estimated FTE included the transfer of four library IT positions to the Information Service Technology Department.

**FY 2023-24 Estimates includes a \$226,000 rollover of spending obligations that were not completed in FY 2022-23.

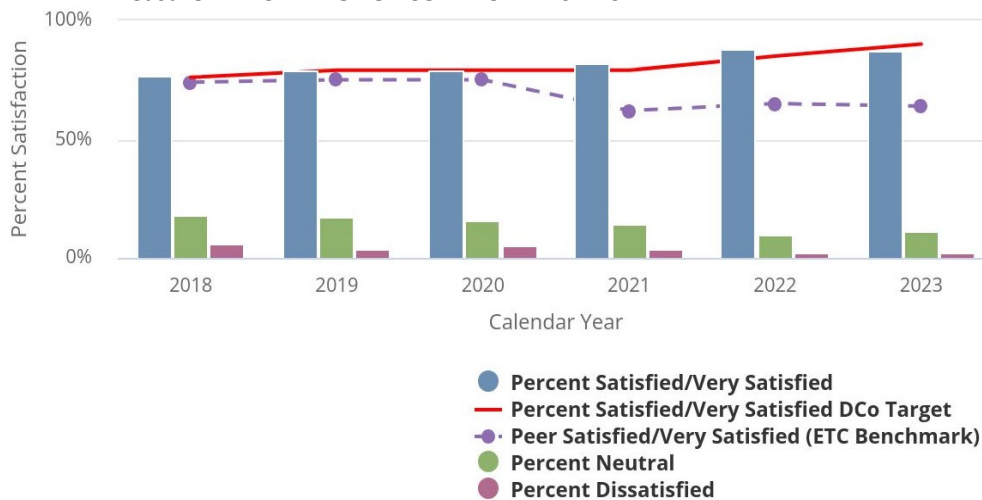
Performance Measures

Measure: NUMBER OF USERS REGISTERED FOR DIGITAL PLATFORMS



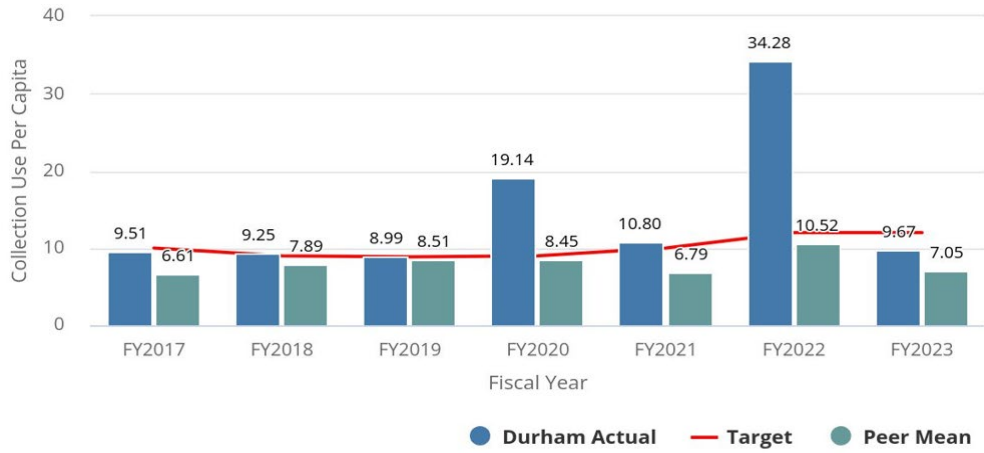
Measure description: This chart shows the enormous growth in users who checked out digital items or registered for other online resources, such as online classes, from the Library. COVID-19 created a spike in demand for online resources. In Q4 FY2021, one of the Library's vendors bought another competing vendor, resulting in a lack of duplicate users between platforms. Digital user registration should continue to climb at a modest rate.

Measure: PERCENTAGE OF COMMUNITY SATISFIED WITH THE LIBRARY



Measure description: This measure shows the percentage of respondents to the Durham City/County Resident Satisfaction Survey who stated that they were satisfied or very satisfied with Library services and programs compared with the respondents to resident surveys in peer communities (ETC Benchmark). The Library still enjoys high community satisfaction.

Measure: LIBRARY COLLECTION USE PER CAPITA



Measure description: This measure shows how many times the library collection has been used per capita compared to our chosen peer group (Buncombe, Charlotte, Forsyth, New Hanover, Union, and Wake). Using a per capita measure makes it easier to compare peers with significantly different population sizes. This measure is an indicator of whether the library’s entire collection of physical and digital materials is meeting the needs of the community. A high level of community engagement displayed by a high level of borrowing indicates the library consistently has the items the community wants. This supports Objective 1.1 Education, Objective 1.2 Workforce Development, and Objective 1.3 Family Success.

NORTH CAROLINA MUSEUM OF LIFE AND SCIENCE

Description

The North Carolina Museum of Life and Science is a place of lifelong learning for the citizens of Durham County that encourages the discovery of the natural and physical sciences. A two-story science center, zoo, and expansive nature campus covering over 84 acres, the Museum is uniquely positioned to incorporate the principles of scientific inquiry in exhibits and programs—both onsite and online—that instill a lifelong love of science for learners of all ages, backgrounds, and abilities.

The Museum of Life and Science is also one of North Carolina’s top-rated family destinations. For eight decades, the Museum has inspired generations of Durham families and students to explore science, nature, and animal life. Voted Best Museum in Durham and the Triangle by multiple publications, including Durham Magazine and Indy Week, its 84-acre campus, located just north of downtown Durham, includes one of the largest butterfly conservatories on the East Coast, a conservation habitat for endangered red wolves and beautifully landscaped outdoor exhibits. Every year, the Museum welcomes hundreds of school field trips, special events, and private celebrations.

The Museum inspires people of all ages to discover and embrace the wonders of science and nature. It ignites a spark of curiosity and instills a lifelong love of learning in children, empowers students and youth with STEM education, provides quality family time, and empowers adults to use science for understanding and problem-solving. Working with over 20 nonprofit partners in the county, the Museum provides more than 1,200 \$5 memberships and 42 camp scholarships to families in underserved neighborhoods, offering valuable learning opportunities. In addition, last year the Museum welcomed nearly 15,000 Durham County residents with free admission and access to numerous Community Day events and programs. As an essential partner in Durham’s educational ecosystem, the Museum creates a brighter future for the Durham community and the world.

In addition to supporting Durham families and schools with fun and educational adventures, the Museum makes a vital impact on the local economy. With nearly 600,000 visitors annually, a recent economic impact study found that the Museum generates \$47.5 million for the local economy every year. The Museum is committed to equity in operations from hiring to contracting, applying a diversity, equity, and inclusion lens to all its endeavors.

Durham County also provides large capital project support to the Museum through long term debt issuances (mainly General Obligation Bonds).

2007 GO Bond funds for NCMLS capital projects	\$4,170,812
2016 GO Bond funds for NCMLS capital projects	\$14,067,705
2022 GO Bond funds for NCMLS capital projects	\$13,995,000

Category	FY 2022-23 Actuals	FY 2023-24 Original	FY 2023-24 Estimate	FY 2024-25 Requested	FY 2024-25 Approved	% Change Orig. v. Appr.
Expenditure	\$1,953,341		\$2,358,124	\$2,358,124	\$2,358,124	
Operating	\$1,953,341		\$2,358,124	\$2,358,124	\$2,358,124	
Net County Cost	\$1,953,341		\$2,358,124	\$2,358,124	\$2,358,124	

Budget

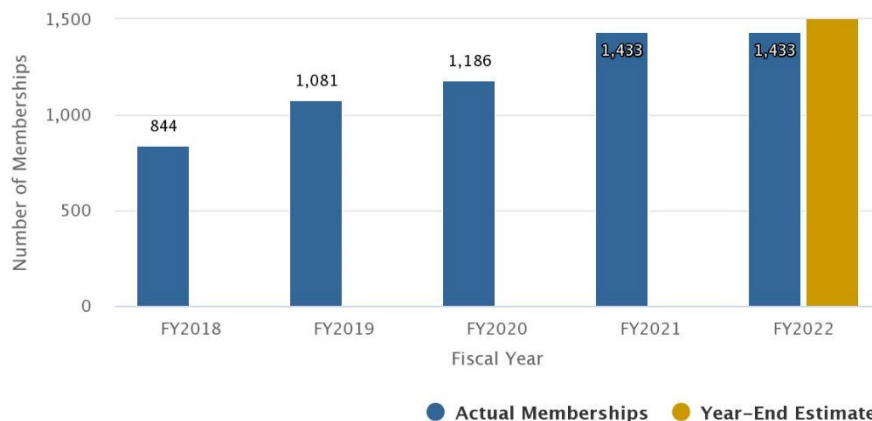
Due to new state laws, the Museum’s budget had to be voted on separately by the Board of County Commissioners, as an amendment to the FY 2023-24 approved budget. **The Board approved a budget amendment appropriating \$2,358,124 for annual NCMLS support.** The FY 2023-24 approved budget of \$2,358,124 is what is approved for the FY 2024-25 budget, a flat budget across both fiscal years.

Budget Highlights

- County funding for NCMLS stay flat for FY 2024-25, with local funding supporting:
 - Additional staff and promotions to support organizational infrastructure.
 - Progress towards market wages for NCMLS employees
 - Efforts to expand membership, visitation and annual special events.
 - Dedicated staffing resources for programming with Durham Public Schools.

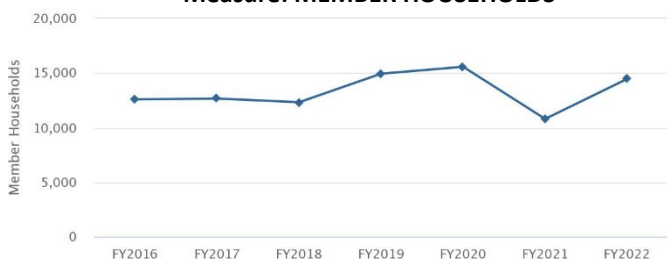
Performance Measures

Measure: IGNITE LEARNING MEMBERSHIPS



Measure description: Ignite Learning is the Museum’s signature educational equity and access program. Ignite Learning provides children and families living below the federal poverty level with regular, affordable access to the Museum and a wide range of STEM learning opportunities. Unique in the museum world, Ignite Learning is a true membership program, not just a reduced, one-time entry fee. The program develops and leverages deep, long-term relationships with community partners. Local social service agencies, many of whom have participated in the program for over a decade, help to inform the nature, content, and cultural context of the programs that are offered. More expensive and labor-intensive than typical museum access programs, Ignite Learning embodies a holistic, whole-community approach that places the unique needs of Durham County’s most vulnerable populations at its core. From its origins in 2009 with 58 families, Ignite Learning grew to a record high 1,186 member households in FY 2020. This represents a small but significant 9.7% increase over FY 2019 (1,081). Growth has continued through FY 2021 and FY 2022 but slower than normal due to COVID. The Museum has held the \$5.00 annual family membership price for several years running, to ensure maximum affordability for the Ignite Learning community.

Measure: MEMBER HOUSEHOLDS

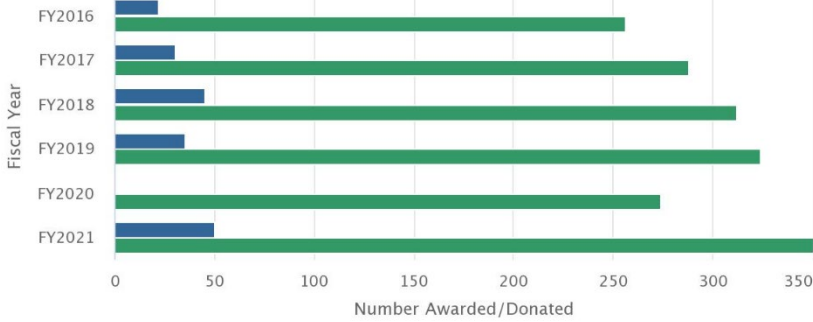


Measure: TOTAL ATTENDANCE



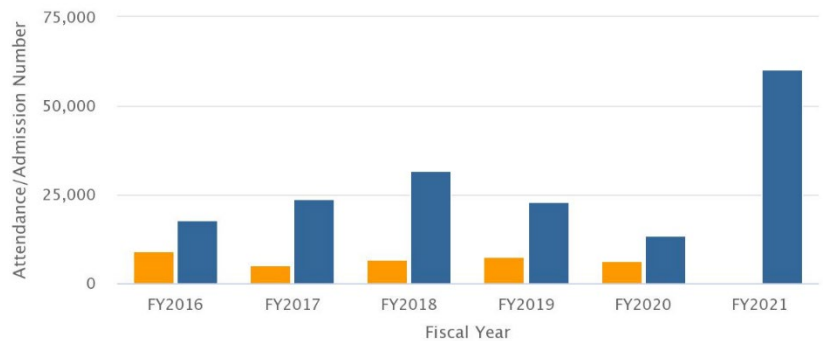
Measure description: The number of member households is a proxy for the achievement of the Museum’s mission. The Museum’s membership strategy encourages repeat visitation for the richest possible scientific and family learning experiences. Total attendance represents the Museum’s on-site reach and regional impact. By laying member household numbers beside total attendance, staff can visualize the impact of a member relationship with the Museum alongside that of the casual visitor. The steady growth in member households suggests that families throughout the region place value on their Museum experience extending beyond a single visit. Significant growth in total attendance reflects an ongoing investment in quality facilities and innovative experiences. Annual visitation and membership remained strong through FY 2020 up through the Museum’s COVID-19 closure in March 2020. Prior to closure, the Museum was on track for a record-setting year in all key metrics, with steady year-over-year growth in membership and visitation. The Museum re-opened to the public in July 2020 with new safety measures in place. As of March 2021, visitor capacity remains at 25%. All Museum memberships were extended for the period of the Museum’s closure; the Museum absorbed these four months of revenue shortfall to ensure that families did not sacrifice the value of their membership. The Museum anticipates a gradual return to on-trend FY 2020 membership and visitation levels by the end of FY 2022, as capacity limitations are lifted, and vaccines are more readily available.

Measure: COMMUNITY SCHOLARSHIPS AND DONATIONS



● Summer Camp Scholarships Awarded ● Family Passes Donated to Non-Profits

Measure: COMMUNITY PROGRAMS



● Durham Community Days Attendance ● Free Admission for Under 3

Measure description: Summer Camp Scholarships Awarded represents the number of children receiving scholarships through fundraising and meets an important community need for learning and for quality and affordable childcare. The Museum donates passes to other nonprofits for their fundraising or award events as part of its community engagement. Durham Community Days represents the number of free visitors on selected days when the Museum has capacity to offer free admission to Durham County residents. Tracking free admission for children 2 and under benefits a wide range of constituents by keeping the Museum more affordable. Collectively, these programs represent the Museum’s portfolio approach to underserved outreach and community engagement that supplements the Museum’s flagship program, Ignite Learning. Individual program trends have been impacted by a range of factors, especially during the past year of COVID-19 closure. Demand for Summer Science Camp Scholarships, which has grown steadily in recent years, was impacted temporarily in early summer 2020, as families restrained from camp participation across the region. Demand resumed in FY 2021, in late summer into fall, with the resumption of on-site Summer Camp and the new weekly, onsite educational programming of Museum Clubhouse. The Museum is pleased to respond to requests for admission passes from area nonprofits as way to support the overall work of the nonprofit sector and the range of families and communities this important sector serves. Demand has remained steady over recent years, with 275 nonprofits benefiting in FY 2020 Q1-Q3 alone; total value of the 1,088 passes donated in FY 2020 is \$91,392. Durham Community Days numbers changed in 2016, with a move from “free Wednesday” afternoons to a schedule of free full days, including Sundays, throughout the year. Free days were not offered in the summers of 2016 and 2017 because of limited parking; a new parking deck completed in spring 2018 allowed the Museum to offer free days year-round. Durham Community Days were suspended with the Museum’s closure in March 2020, but participation in FY 2020 Q1-Q3 remained robust. Beginning in FY 2020 Q4, the Museum placed an increased emphasis on free online program offerings to support children, parents, and teachers in mitigating learning loss because of the educational disruptions of COVID-19. During the months when the Museum’s doors were closed, and over the gradual period of re-opening throughout FY 2021, the Museum has kept learning alive through hundreds of online and virtual STEM learning opportunities made available free of charge to the broader community. While impact numbers for new digital programming are difficult to calculate, it is no exaggeration to suggest that many thousands of children and families in Durham, the Research Triangle region, and beyond have benefited from the Museum’s new emphasis on virtual learning. The Museum plans to resume all the above-mentioned campus-based community programs as soon as safely possible. Free online programming in the key areas of life sciences and health, engineering, technology and tinkering, and environmental and conservation science will continue to grow as a complement to on-campus program offerings.

CONVENTION CENTER

Description

The Durham Convention Center, jointly built by the City and County in 1987, is a meeting destination within the Downtown Business District and complements functions held at the Arts Council, the Carolina Theatre, and the Armory while promoting and complementing a wide variety of economic impact generating activities in the downtown area. The facility includes two large ballrooms (that can be divided into various sizes), six breakout rooms and two executive boardrooms. The downtown Durham tourism infrastructure has grown over recent years, and, consequently, events hosted at the Durham Convention Center have become more robust. This has resulted in an increase in convention business, which is expected to continue to grow along with additional growth in the downtown core.

Oak View Group, formerly known as Spectra Venue Management, has been managing the Durham Convention Center since January 2011. This company and management team has experience handling such facilities and improving their bottom-line financial condition. Since managing the venue, the operating deficit has continued to decline, and the current management agreement incentivizes increased gross revenues and improved facility utilization.

Budget

Category	FY 2022-23 Actuals	FY 2023-24 Original	FY 2023-24 Estimate	FY 2024-25 Requested	FY 2024-25 Approved	% Change Orig. v. Appr.
Expenditure	\$458,000	\$458,000	\$200,000	\$100,000	\$100,000	-78.17%
Operating	\$458,000	\$458,000	\$200,000	\$100,000	\$100,000	-78.17%
Net County Cost	\$458,000	\$458,000	\$200,000	\$100,000	\$100,000	-78.17%

Budget Highlights

- In FY 2023-24 the budget for the Convention Center was approved at \$458,000. With the strength of their business this year, the City and County agreed to provide \$200,000 each for the fiscal year.
- As part of the full return to typical operations post-COVID, the owner’s contribution for FY 2024-25 is being reduced to \$100,000. Should economic or other factors indicate a greater need, that request will be considered and brought to the Board of Commissioners as merited.