

GREATER DENTON ARTS COUNCIL



BACKGROUND

- GDAC was formed in 1969 and has been fostering and supporting the arts for almost 55 years!
 - Our board is currently made up of 12 members that include artists, musicians, thespians, deans and directors, and advocates from and around the community.
 - The mission of GDAC is to be a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center is our home where we celebrate the arts, inspire innovation, and engage the community. Access to the arts is at the forefront of what we do, as we create and execute a multitude of exhibitions, programs, events, and workshops.
-





EXHIBITIONS

- GDAC hosts exhibitions throughout the year that include signature exhibitions, partner exhibitions, community organizations, and solo shows. Our exhibition calendar is scheduled around 2 years in advance, and fills up quickly.
- We also curate various spaces around the city that we refer to as our “sister gallery” sites.
- For 2024, we had a total of 50,617 in person art experiences between the PAAC and the sister galleries.



Electric! 2024

EVENTS

- Throughout the year, we host a number of events that attract visitors from all over. Some of the larger ones include
 - Electric! Light Art Installation
 - Video Art Night
 - Artist Workshops and Presentations
- For 2024, we had approximately 6,500 visitors engage in our events and programming.

TOURISM

➤ Target Audience

- Our target audience depends on the event, however, the goal of GDAC is to provide access to the arts for all ages, so we offer something for everyone.
- Many of our events are later in the evenings, therefore it would make sense for visitors from out of town to stay overnight, especially for things like Electric!, Video Art Night, and our Murder Mystery events.
- Our marketing efforts for our events and exhibitions include a monthly newsletter, website, Facebook, Instagram, KERA, and Denton Main Street Association.



WHY IS GDAC IMPORTANT TO THE ARTS?

- GDAC has been the umbrella organization for the arts throughout Denton County for 55 years.
- We helped form the arts as Denton's identity, and we continue to create and grow new events, programs, and exhibitions that bring in more and more visitors from inside and outside of the area.
- **Without this funding, we cannot exist.**
- We partner with dozens of other art groups, nonprofits, and businesses to bring expertise and knowledge of the arts to the table, which, in turn, brings in more money for those entities as well.
- We also partner with our local schools and universities to showcase student work, create opportunities for experience in working in the arts, and to bring ideas for programming to life.

ART BRINGS ACCOLADES AND ATTENTION

- Denton has been recognized by Workamajig as one of the best cities in the U.S. for creatives. This underscores Denton's vibrant environment that actively fosters creativity and innovation among its citizens.
- Designations such as this help make Denton a cultural arts destination, which begins with organizations like GDAC fostering and empowering artists, musicians, and performers as well as creating events and exhibitions that garner the attention of tourists.
- This could not exist without funding, and specifically, this funding.

Questions?

WEBSITE/SOCIAL MEDIA DATA SNAPSHOT - 4TH QUARTER, 2024

Website Data:

15,173 page views / 8,464 visits total

Outside of the U.S. – 367 visits from 49 countries

Top 10 countries: Canada, United Kingdom, China, Germany, Ireland, Republic of Korea, Russia, Australia, Bahamas, India

Outside of Texas – 1,470 visits from 48 states

Top 10 States: California, Florida, Illinois, New York, Virginia, North Carolina, Ohio, Georgia, Washington, Pennsylvania

Outside of Denton, but inside Texas – 2,990 visits from 106 cities

Top 10 cities: Denton, Dallas, Fort Worth, San Antonio, Little Elm, Houston, Plano, Lewisville, Argyle, Irving

Social Media Numbers:

Facebook Page Reach: 47,135 Followers: 9,597

Instagram Reach: 16,749 Followers: 6,862