

COMMUNITY IMPACT REPORT - 2023





Capitol Broadcasting Company (CBC) is a fourth-generation, local, family-owned corporation founded on the belief that when a community is successful, its businesses will be successful. CBC fosters this belief by catalyzing community development across the state through **CBC Real Estate**, and in Durham with American Tobacco Campus, American Underground and The Durham Bulls.

This report reflects the highlights of our work over the past year.

NEW, FIVE-STAR DAYCARE CENTER ARRIVES

Kate's Korner, a new, full-service day care center, debuted in February of 2023. The facility **serves nearly 100 children and received its five-star rating** from the state. Kate's is now one of two downtown child care centers and received statewide media coverage from WUNC and EdNC for its trailblazing work.



EXPANDING HIGH SCHOOL

Cristo Rey Research Triangle High School, based at ATC, enrolled its third class this year. Enrollment now tops **more than 200 students from across the region**. In 2024, the school will enroll its fourth class and will serve freshmen through seniors. Projected enrollment will be more than 300.



RAISING THE NEXT GENERATION OF BROADCASTERS

Established in 1998, the Durham Bulls Explorer Post 50 is a dynamic youth television broadcasting program. Catering to individuals aged 14-20, the program is a unique gateway for hands-on experience in sports broadcasting. This year, **the Explorer Post worked with 75 youth from across the region** to broadcast every home game on FOX 50/WNGT, MiLB.com, and feature highlights on WRAL's news programs.



ACTIVATING VOLUNTEERS



ATC and the YMCA partnered for the first-ever Campus Volunteer Challenge. **Volunteers contributed nearly 200 hours over four weeks to 15 local non-profits.** In the end, ATC tenant Clorox won the challenge with the most volunteer hours. A contribution was made on their behalf to SEEDS.

BOLSTERING STARTUPS

The American Underground (AU) continues to play a leading role in supporting early-stage ventures throughout Durham and beyond. AU hosted the eighth annual Google for Startups Black Founders Exchange. Alumni companies have gone on to **raise more than \$40m in venture funding and create 125+ new jobs.**

AU also expanded its support beyond the for-profit sector, by providing free coworking space to non-profit employees in August, offering subsidized memberships to non-profits and local artists, and donating event space to more than a dozen local organizations.



FIERCELY LOCAL

ATC is committed to showcasing the very things that make Durham special—our local creators and tastemakers. Over the past three years, **seven new restaurants have opened on Campus—all locally owned.** In 2023 alone, Zweli's Ekhaya, Seraphine, and the Waiting Room opened on campus with great acclaim. Campus restaurants were profiled in ***Ebony*** and ***Eater***. And we're not done. In 2024, Durham's own Honeygirl Meadery will open a taproom at ATC!



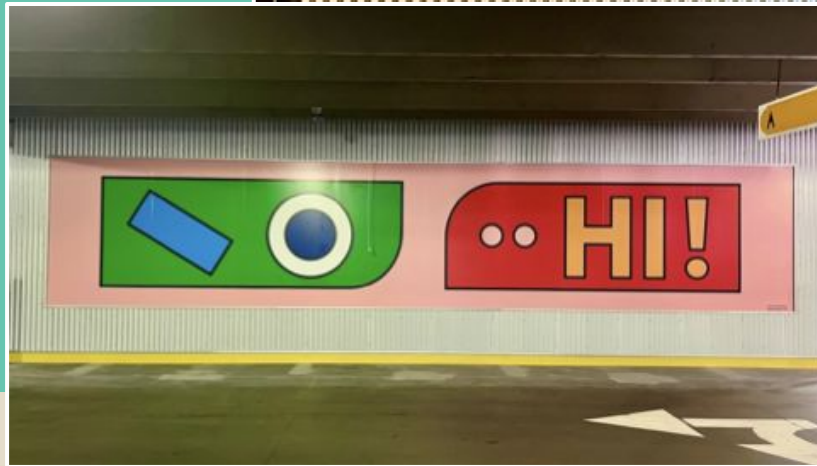
A HOME FOR MUSIC AND THE ARTS

ATC is a cultural home for Durham and the region. This year, we hosted the Beats N Bars Festival on Campus, partnered with Duke Arts for a fall music series, and recently welcomed the Triangle Chamber Orchestra as a new tenant and performer on campus. We're proud to play host to so many great musicians and performers across the year.



ENGAGING LOCAL ARTISTS

ATC commissioned **Durham artist Kasia Konopka** to create the two pieces that now hang in the South Deck. These large-scale works of art make the experience of entering campus more welcoming and dynamic while showcasing the richness of local talent.



FULL OF SURPRISES



A beaver appeared in the Old Bull River. Nicknamed '**Barry Beaver**', ATC's most celebrated—and unexpected—guest of the year was returned to a more suitable environment post-haste.

Saturday Night Live took viewers inside a fictional day at Burt's Bees in the sketch 'Enrique's Daughter' set at the historic American Tobacco Campus.



PITCHING IN TO HELP NON-PROFITS



The **Durham Bulls** provided non-profit support to over **58 organizations** in the region, including:

- Human Rights Campaign
- Eno River Rugby Group
- LGBTQ Center
- Durham Food Bank
- Durham Bulls Youth Athletic League
- Duke Children's Hospital
- United Way
- Miracle League of the Triangle
- Long Ball – Triple Play RBI

PROMOTING DIVERSITY IN BASEBALL

The **Durham Bulls** are a forward looking minor league baseball team. Over the past year, the Bulls forged partnerships within the community, hosting **four Copa de la Diversión nights** as well as **The Nine: African American Heritage Night**.

Further, the Bulls hosted its annual **Pride Night** along with a variety of LGBTQ+ community partners.

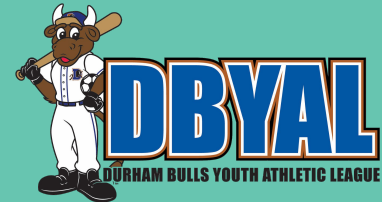
The Bulls are Durham's home team—when you root for the Durham Bulls, you root for everyone in the place we call home.



GETTING IN THE GAME



The **Durham Bulls Youth Athletic League** (DBYAL) has enriched the lives of youth for more than twenty-five years. Through partnerships with churches, schools, and other youth recreation organizations, DBYAL provides **recreational baseball as well as equipment at no cost** to six to twelve year olds in the City of Durham.



WHERE COMMUNITY GATHERS

Annually, ATC hosts one of the largest community events, the **Holiday Tower Lighting**. This year, we welcomed nearly 4,000 community members to ring in the holidays together. Choirs from **Durham Public Schools**, dancers from **Empower Dance Studio**, and **Santa** were all on stage.

Join us for this year's gathering as ATC turns 20 years old!



TAKING A HANDS-ON ROLE IN THE COMMUNITY

At CBC, we don't just work *in* the community. We work *for* the community.

American Tobacco Campus, American Underground, and Durham Bulls' team members lead and serve a broad group of organizations that strive to make Durham a better place every day. These include the Research Triangle Regional Partnership, **The Institute**, NCCU Board of Visitors, **Durham Public Schools Foundation**, Durham Chamber, **Downtown Durham, Inc**, Leadership Triangle, **Arts North Carolina**, Habitat for Humanity, **Boys and Girls Club**, YMCA of the Triangle, **Special Olympics NC**, and Duke Children's Hospital and Health Center, **Durham Youthworks**, Durham Arts Council - SmART Executive Resource Team, **Men of Vision**, Urban Ministries, and Triangle NACE.



American Tobacco Campus, American Underground and the Durham Bulls welcomed more than **1.2M** people in 2023.

WE LOOK FORWARD TO SEEING YOU IN 2024!

AMERICAN
TOBACCO CAMPUS

AU
AMERICAN
UNDERGROUND

