



## **CULTURALDC SELECTED AS A GRANTEE OF BLOOMBERG PHILANTHROPIES' ARTS INNOVATION AND MANAGEMENT PROGRAM**

*CulturalDC will participate in \$43 million program*

**Washington, DC — August 27, 2018** — CulturalDC today announced that it is a grantee recipient of Bloomberg Philanthropies' Arts Innovation and Management (AIM) program. The invitation-only program seeks to strengthen the organizational capacity and programming of small and mid-size cultural organizations within Atlanta, Austin, Baltimore, Denver, New Orleans, Pittsburgh and Washington, D.C. Through the \$43 million multi-year initiative, Bloomberg Philanthropies will provide unrestricted general operating support as well as arts management training in areas that include fundraising, strategic planning, marketing and board development.

"CulturalDC is honored to be chosen as an AIM grantee recipient as we celebrate 20 years of making space for art in Washington, DC," said Olwen Pongrace, Chair of CulturalDC's Board of Directors. "As we look forward to our next 20 years, we are excited to strengthen our role within the community, expand our programming to new audiences, and increase board and donor engagement."

AIM targets arts non-profits because of the vital role that they play in building communities, driving local economies and supporting artists. "The arts inspire people, provide jobs, and strengthen communities," said Michael R. Bloomberg, founder of Bloomberg Philanthropies. "This program is aimed at helping some of the country's most exciting cultural organizations reach new audiences and expand their impact."

Bloomberg Philanthropies will develop curricula and conduct seminars for the program in partnership with leading experts, including the DeVos Institute of Arts Management at the University of Maryland, led by Institute Chairman Michael M. Kaiser and President Brett Egan. AIM organizations will engage in activities that strengthen their long-term health and goals, and will receive one-on-one consultations and implementation support for organization leaders and their boards.

All organizations invited to participate in the 2018 expansion of the AIM program are nonprofits that have been in existence for at least two years. Participating organizations will be required to secure 20% of their AIM grant in matching dollars; reach 100% board participation in fundraising; and maintain up-to-date information in DataArts, an online management tool that assists arts organizations across the country in collecting, learning from, and using data effectively. The grants will be unrestricted to allow recipients to utilize the funds to address their greatest needs.

Since 2011, AIM has helped more than 500 small and mid-sized organizations in all creative disciplines, including theater, visual arts, music, film, literature and dance. Participating organizations reported significant improvements in board development, fundraising and overall income over the two-year program. Watch this video for an overview of the Arts Innovation and Management program:

<https://www.youtube.com/watch?v=4KJy8DgjRDg&feature=youtu.be>.

**About CulturalDC**

CulturalDC has a 19-year history of creating affordable, sustainable artist spaces in the Washington, DC area. CulturalDC has brokered more than 250,000 square feet of artist space, including the Arts Walk at Monroe Street Market, Atlas Performing Arts Center, GALA Hispanic Theatre, Source Theatre and Woolly Mammoth Theatre. Each year, CulturalDC serves more than 1,000 artists and welcomes 30,000 audience members and participants who patronize local businesses and contribute an estimated \$1 million to the local economy. For more information, visit [www.culturaldc.org](http://www.culturaldc.org) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

**About Bloomberg Philanthropies**

Bloomberg Philanthropies works in over 480 cities in more than 120 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation and his personal giving. In 2017, Bloomberg Philanthropies distributed \$702 million. For more information, please visit [www.bloomberg.org](http://www.bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [Snapchat](#), and [Twitter](#).

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