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**DALLAS BLACK DANCE THEATRE SELECTED AS A GRANTEE OF  
BLOOMBERG PHILANTHROPIES' ARTS INNOVATION AND MANAGEMENT  
PROGRAM**

**DBDT Will Receive Part of \$30 Million Investment to Strengthen Programming and  
Organizational Capacity**

(September 15, 2015) *Dallas, TX* – **Dallas Black Dance Theatre (DBDT)** today announced that it is a grantee recipient of **Bloomberg Philanthropies' Arts Innovation and Management (AIM) program**. Through the two-year initiative, Bloomberg Philanthropies is providing **\$30 million** across 262 small and mid-sized nonprofit cultural organizations around the country to help strengthen their operational and programming efforts, including training in fundraising, audience development and board member engagement.

"DBDT is honored to be selected by the Bloomberg Philanthropies as one of the Dallas AIM grantee recipients," said **Executive Director, Zenetta S. Drew**. "The financial and operational support available through this program will help DBDT further develop its capacity to reach and develop audiences as it prepares for its 40<sup>th</sup> Anniversary Season in 2016-2017."

The invitation-only program supports nonprofit cultural organizations based in six cities: Boston, Chicago, Dallas, Detroit, Los Angeles and San Francisco. All organizations are locally or internationally recognized nonprofits that have been in existence for at least two years. The grantees are required to participate in a management training program; secure matching funds; ensure 100% board participation in fundraising; and maintain up-to-date information in the Cultural Data Project, an online financial & data collection platform that assists arts organizations across the country to collect, learn from, and use data effectively. The grants are unrestricted so that recipients can use them to address their greatest needs.

DBDT will use its two-year grant to develop audiences through increased community engagement efforts, including social media, digital marketing, and outreach programming. The grant helps the company invest in the new position of communications and community engagement manager, who will strengthen DBDT's online presence and visibility in the community. In addition, the company will assess and revamp its institutional and branding communications as it prepares to celebrate its 40<sup>th</sup> Anniversary.

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Bloomberg Philanthropies is partnering with the DeVos Institute of Arts Management at the University of Maryland to develop curricula and conduct trainings for the AIM program in each city. The comprehensive workshops engage organizations around activities that strengthen their long-term health and goals and include consultations and implementation support for arts managers and their boards. First piloted in New York City, Bloomberg Philanthropies supported 245 grantees through AIM from 2011-2013. Participating organizations reported improvements in audience development, board engagement and fundraising over the two-year program.

### **About Dallas Black Dance Theatre**

*Founded in 1976 by Ann Williams, the mission of Dallas Black Dance Theatre is to create and produce contemporary modern dance at its highest level of artistic excellence through performances and educational programs that bridge cultures and reach diverse communities. With an ever-expanding national and global audience, the company employs a diverse, multi-ethnic troupe of dancers performing for audiences of all ages and backgrounds.*

*Located in the downtown Dallas Arts District, Dallas Black Dance Theatre is a nationally recognized professional modern dance company that engages the cross-cultural community through contemporary modern dance presented from the African-American experience. Over the course of its history, DBDT has performed worldwide for 3.5 million arts patrons and 2.5 million students, grades K-12, and annually serves more than 100,000 people, including more than 20,000 youth.*

*Dallas Black Dance Theatre's professional company, **DBDT**, consists of 12 full-time professional dancers performing a mixed repertory of modern, jazz, African and spiritual works by nationally and internationally choreographers. DBDT's second company, **DBDT II**, consists of 9 volunteer artists from around the nation to support DBDT's growing local and regional educational outreach.*

***Dallas Black Dance Academy**, the official school of Dallas Black Dance Theatre, celebrates 42 years of providing dance instruction to the community. Over 475 students participate weekly in 50 dance classes of ballet, jazz, tap, modern, and African. Classes are located at DBDT studios, as well as in local schools and community centers.*

### **2015-2016 | 39<sup>th</sup> Season Sponsors**

*Legacy Sponsor: Harold Simmons Foundation*

*Season Sponsors: Office of Cultural Affairs – City of Dallas, Texas Instruments, The Eugene McDermott Foundation, American Airlines, and Downtown Business News.*

*Additional Season Supporters: National Endowment for the Arts, WRR, Texas Commission on the Arts, Yellow Cab, Black Business Directory, NorthPark Center, Lexus, The Dallas Examiner, The Dallas Weekly, Elite News, AT&T Performing Arts Center, OverSeeMyIT, and The Dallas Post Tribune.*

### **About Bloomberg Philanthropies**

*Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people. We focus on five key areas for creating lasting change: arts, education, the environment, government innovation, and public health. The arts are a valuable way to engage citizens and enhance communities. Through innovative partnerships and bold approaches, the Bloomberg Philanthropies arts program works to increase access to culture using new technologies, empower artists and strengthen cultural organizations to reach broader audiences. For more information, please visit [bloomberg.org](http://bloomberg.org) or follow us Facebook, Instagram and Twitter @BloombergDotOrg.*

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**About the DeVos Institute of Arts Management**

*The DeVos Institute has served more than 1,000 organizations from over 80 countries since Michael M. Kaiser founded it during his tenure as President of the John F. Kennedy Center for the Performing Arts in Washington, D.C. The Institute has designed its services to assist a wide range of institutions, from traditional performing and presenting organizations, museums and galleries, arts schools and libraries, to botanical gardens, glass-making studios, public art trusts, and non-profit cinemas, to name a few. The DeVos Institute transferred its activities and offices from the Kennedy Center to the University of Maryland in September 2014. The move enables the Institute to expand its global training and consulting programs, enhance its fellowships for North American and international arts managers within the context of a major educational institution, and create a Master's program that leverages both University and Institute resources.*

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