



CULTURAL TOURISM DC SELECTED AS A GRANTEE OF BLOOMBERG PHILANTHROPIES' ARTS INNOVATION AND MANAGEMENT PROGRAM

Cultural Tourism DC will participate in \$43 million program

Washington, DC (August 22, 2018) — Cultural Tourism DC 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.

"We're still gushing about being included among the outstanding DC-based organizations included in the AIM program. They all provide so much to so many in our community," said Steve Shulman, executive director of Cultural Tourism DC. "This grant will provide training and funds that will enable us to address the opportunities we foresee combining culture and community while maximizing economic prosperity."

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 percent of their AIM grant in matching dollars; reach 100 percent 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 Cultural Tourism DC

Cultural Tourism DC is a 501(c)(3) nonprofit organization with a mission to deliver memorable experiences and learning opportunities in the areas of heritage, international exchange, and humanities. Through its celebrated signature programs of *Passport DC*, *WalkingTown DC*, *DC Neighborhood Heritage Trails*, and *PorchFest*, Cultural Tourism DC works to broaden, deepen, and diversify audiences for the arts and in DC -- audiences whose participation enriches the creative economy of the city.

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 or follow us on Facebook, Instagram, Snapchat, and Twitter.

Media Contacts

Bloomberg Philanthropies -- Rebecca Carriero, 212-205-0182 or rebeccac@bloomberg.org
Cultural Tourism DC -- Steve Shulman, Executive Director, 202-661-7581 or sshulman@culturaltourismdc.org

#