

ATLANTA CONTEMPORARY

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PRESS RELEASE

For Immediate Release

Atlanta Contemporary selected as a grantee of Bloomberg Philanthropies' Arts Innovation and Management Program

Atlanta Contemporary will participate in \$43 million program

ATLANTA—August 10– [Atlanta Contemporary Art Center](#) 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.

“Atlanta Contemporary appreciates being selected to participate in this esteemed program,” says Veronica Kessenich, Executive Director. “The work done over the past two years at the Arthur M. Blank Audience Building Roundtable has informed our understanding of our audience – who they are, why they come, and what they want from us. Support from the Bloomberg Philanthropies' Arts Innovation and Management program increases our capacity and effectiveness. We look forward to working with the chosen experts at the side of our colleagues who also received this grant.”

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.”

**FREE ADMISSION
EVERY DAY**

Tue–Sat 11am–5pm

Thu open late until 8pm

Sun 12pm–4pm

Mon Closed

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Atlanta, GA 30318

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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.

“Atlanta has a booming creative sector. The city is home to more than 500 cultural organizations, many with a national or international profile and within that, a very robust small and mid-size cohort. We are excited to see what we can do to enhance that excellence,” said Kate D. Levin, Head of Bloomberg Philanthropies Arts Program.

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>.

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About Atlanta Contemporary

Atlanta Contemporary engages the public through the creation, presentation and advancement of contemporary art. Founded in 1973 as Nexus, a grassroots artists’ cooperative, Atlanta Contemporary has since become one of the southeast’s leading contemporary art centers. We play a vital role in Atlanta’s cultural landscape by presenting over 100 consequential artists from the local, national, and international art scenes through our various

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exhibition and project spaces each year. We are one of the few local art organizations that commission new works, paying particular attention to artists of note who have not had a significant exhibition in the Southeast. Additionally, we organize 100+ diverse educational programs annually including Contemporary Kids, Contemporary Cocktails, Contemporary Talks, Movement Love and more! Atlanta Contemporary provides on-site subsidized studio space to working artists through the Studio Artist Program, removing cost as a barrier to the creative process. Visit atlantacontemporary.org to learn more.

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.

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