Artistry "Next Generations" Campaign Overview

Campaign Funds Uses	Approximate Total Amount	Campaign Funds Secured/Spent
Program support to: • Produce a wider variety of theater and arts experiences to expand and enrich audiences at Center for the Arts • Make theater and arts education accessible to people of all ages/backgrounds through expanding citywide outreach partnerships, ticket discounts, etc. • Hire and retain talented, diverse artists to sustain excellent program quality for years to come	$500,000	2016 - 2019
Marketing, resource development, and technology investments to: • Attract a larger, more diverse local and regional audience to the Center for the Arts and other Bloomington-based arts programming • Increase contributed revenue from corporate sponsorships and individual donors and initiate a planned giving program • Seek increased foundation funding for specific programs and projects	$430,000	2017 - 2020
Adequate capitalization to: • Transition to optimal staff/program structure for mission fit and future fundability • Manage cash flow without reliance on line of credit • Address unfavorable variations in revenue relative to budget • Build operating reserve	$550,000	2016 – 2020

In addition to support from the City of Bloomington through a multiyear supplemental cultural arts grant, funding sources will include major individual gifts, corporate sponsorships, and a grassroots appeal in the Campaign's public phase.