



BLOOMINGTON ART CENTER
Bloomington Center for the Arts
1800 W Old Shakopee Rd
Bloomington, MN 55431
www.bloomingtonartcenter.com

April 22, 2009

To Our Friends and Supporters:

The Bloomington Civic Theatre (BCT) and the Bloomington Art Center (BAC) are excited to announce their intent to explore a merger of the two organizations.

Both organizations share great respect for each other's missions and programs. In recent months our organizations have discussed both the challenges and opportunities we see in the current not-for-profit environment and more specifically in our own community.

During our increasingly frequent discussions, we discovered many areas of common interest resulting in the decision to pursue a merger and to initiate the first step of conducting a feasibility study. We believe the outcome of coming together could provide three key benefits:

1. A merger could allow our organizations to **refine and maximize our combined expertise** in the visual, performing and literary arts *and* arts education with expanded and enhanced programming.
2. In turn, we will have the potential to **increase the value** of those programs, strengthening our audience/participant experience as well as our outreach to potential investors.
3. We are exploring a merger because it **makes sense**. It comes about as the result of discussions we have had about achieving operational effectiveness, reducing expenses as a percent of revenue, and demonstrating a new way to conduct the business of art and the art of business in Bloomington.

BCT and BAC have asked BAC Interim Executive Director Kathleen Corley to serve as the Project Coordinator supporting the work of the feasibility study and facilitating the merger process.

We are confident that the strengths of both BCT and BAC could be enhanced through a merger, generating greater impact on the communities we serve. Please give us your thoughts, your concerns, and your support as we embark on this exciting journey.

Sincerely,

A handwritten signature in black ink that reads 'John Schlagel'.

John Schlagel
President, Board of Directors
Bloomington Civic Theatre

A handwritten signature in black ink that reads 'Diana Herman'.

Diana Herman
President, Board of Directors
Bloomington Art Center