



For Immediate Release

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BLOOMINGTON ART CENTER and BLOOMINGTON CIVIC THEATRE CONTEMPLATE MERGER

(BLOOMINGTON, MN) –

In a strategic move that will allow both organizations to refine and maximize their combined expertise in the visual, performing and literary arts *and* arts education, the Bloomington Art Center and Bloomington Civic Theatre today announced 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 nonprofit environment and more specifically in our own community,” said Diana Herman, President of the Board of Directors of the Bloomington Art Center.

The two organizations both reside and offer programs in the Bloomington Center for the Arts in Bloomington, Minnesota and have had increasingly frequent discussions around ways to collaborate on both program and operational services.

“We discovered many areas of common interest and a shared vision in serving our community leading to the decision to pursue a merger and to initiate a feasibility study,” added John Schlagel, President of the Board of Directors of the Bloomington Civic Theatre.

The boards concluded that the potential merger will allow the organizations to:

1. **refine and maximize their combined expertise** in the visual, performing and literary arts *and* arts education with expanded and enhanced programming.
2. **increase the value** of those programs, strengthening their audience/participant experience as well as increasing their outreach to potential investors.
3. **achieve 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.

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