

# DANCE | U S A

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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## CALIFORNIA-DIRECTED FUNDING EXPANDS AUDIENCE ENGAGEMENT PILOT

**DANCE/USA RECEIVES \$400k GRANT FROM THE JAMES IRVINE FOUNDATION  
FOR CALIFORNIA COMPONENT OF NATIONAL AUDIENCE ENGAGEMENT  
INITIATIVE.**

**Washington, DC – Dance/USA**, the national service organization for professional dance, announced today that it has received a **\$400,000 grant** from **The James Irvine Foundation** targeted for the California component of **Engaging Dance Audiences (EDA)**, the first national funding program and related study of audience engagement practices focused specifically on the art form of dance. This support is all the more critical today, as arts organizations must develop new strategies to navigate our Nation's new economic realities.

Through the EDA initiative, **a total of \$1.9 million** is now available for project activity and research. "We are pleased to partner with Dance/USA and the Doris Duke Charitable Foundation on this initiative. We hope it will enable dance organizations to reach new audiences through a broad array of delivery systems beyond traditional performances. This will lead to greater accessibility and interest in effective audience engagement practices for dance," said John McGuirk, Arts Program Director at The James Irvine Foundation.

This new California-specific funding augments the three-year, \$1.5 million award received from the **Doris Duke Charitable Foundation** in December 2008 that allowed for the creation of Dance/USA's nationwide EDA pilot grant initiative. "Dance/USA is deeply grateful to The James Irvine Foundation for greatly expanding the scope of this project with their generous support," said Andrea E. Snyder, president and executive director of Dance/USA. "In providing dedicated funding for worthy California-based applicants, we also are able to maximize the effectiveness of the Duke EDA funds."

The term "audience engagement" is recognized by dance professionals to indicate emerging practices and new attitudes about the inter-relationships among artists, presenters, and audiences, going well beyond accustomed practices of marketing, outreach, and audience development. The EDA program enables the dance field to explore new methods of engaging audiences, analyze current activities, learn from peers, and share the learning nationally.

**More>>>**

## The Call for Project Ideas deadline is **May 4, 2009**.

1) Applicants must complete an online [Field Survey of Audience Engagement Practices](#), which will build a base of information for the dance field about audience engagement. It will not affect the review of your idea submission in any way. It is, however, mandatory that you complete the survey for your idea to be considered.

2) Applicants must complete an online [Call for Project Ideas Form](#) using their user name and password that are assigned by Dance/USA.

The EDA pilot will use a two-stage application process.

### **Stage One: “Call for Ideas,” (Deadline: May 4, 2009).**

The “Call for Ideas” encourages member organizations to submit a description of a project they wish to pursue along with completing a short survey to capture current knowledge. A panel will review the ideas and invite those that most fully address the pilot’s goals to submit full applications (deadline in August 2009). Grantee project activities may begin as early as January 2010 and must be completed no later than June 30, 2011.

### **Stage Two: Audience Engagement Research**

The panel will review final applications and select approximately twelve (12) grantees that will receive funding for implementation and accompanying research over two years. Grant amounts may range between \$25,000 and \$150,000.

The EDA application process is open to all Dance/USA member organizations. Consortia applications are encouraged in order to broaden the potential for greater impact; lead participants of consortia must be members of Dance/USA. Detailed directions and application guidelines are currently available on Dance/USA’s website: [www.danceusa.org](http://www.danceusa.org).

The Project Manager for EDA is Suzanne Callahan, founder of Callahan Consulting for the Arts, <http://www.forthearts.org>, who managed the National College Choreography Initiative and American Masterpieces: Dance, College Component, Dance/USA’s grant cycle for the National Endowment for the Arts. Research and assessment will be conducted by Alan Brown and Jennifer Novak of WolfBrown, <http://www.wolfbrown.com>, who have studied audiences and patterns of cultural engagement for many cultural organizations, arts agencies, and funders.

Questions about the Engaging Dance Audiences grant process may be directed to Suzanne Callahan, program manager, at 202-955-8325, or [eda@ForTheArts.org](mailto:eda@ForTheArts.org).

### **About The James Irvine Foundation**

The James Irvine Foundation is a private, nonprofit grantmaking foundation dedicated to expanding opportunity for the people of California to participate in a vibrant, successful and inclusive society. The Foundation’s grantmaking is organized around three program areas: Arts, Youth and California Perspectives, which focuses on improving decision making on significant state issues. Since 1937 the Foundation has provided over \$1 billion in grants to more than 3,000 nonprofit organizations throughout California. With current assets of over \$1.4 billion, the Foundation expects to make grants of \$80 million in 2009 for the people of California.

### **About the Doris Duke Charitable Foundation**

The mission of the Doris Duke Charitable Foundation ([www.ddcf.org](http://www.ddcf.org)) is to improve the quality of people’s lives through grants supporting the performing arts, environmental conservation, medical research and the prevention of child maltreatment, and through preservation of the cultural and environmental legacy of Doris Duke’s properties.

## **About Dance/USA**



HOUSTON, TX, JUNE 3-6 ★ SUSTAINABLE FUTURE: REALITY CHECK!

Dance/USA, the national service organization for the professional, not-for-profit dance field, sustains and advances professional dance by addressing the needs, concerns, and interests of artists, administrators, and organizations. By providing services and national leadership, Dance/USA enhances the infrastructure for dance creation, education, and dissemination. Established in 1982, Dance/USA is a membership organization serving a broad cross-section of professional dance (currently over 400 ballet, modern, ethnic, jazz and tap companies, dance service and presenting organizations, individuals, and related organizations). Its member organizations range in size from those with operating budgets of under \$50,000 to over \$50 million, and it is increasingly engaging even smaller ensembles and individual artists. For over 25 years, Dance/USA has provided a means for the dance field to communicate, share knowledge, and strengthen its voice, while working to help shape cultural policy and community priorities. Learn more about Dance/USA and our branch offices by visiting our website, [www.danceusa.org](http://www.danceusa.org).

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