

**For Immediate Release**

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Contact: Jennifer Watson, Director of Development and Grant Programs

(585) 473-4000, extension 206

JWatson@artsrochester.org

**Arts & Cultural Council for Greater Rochester Awards \$33,500 in Capacity Building Grants to Cultural Organizations in Six-County Region**

**Rochester, NY, January 19, 2010** – The Arts & Cultural Council for Greater Rochester is pleased to announce the 2010 Capacity Building Grant awards. Eight area cultural organizations will receive a total of \$33,500 for projects taking place in 2010. The Arts & Cultural Council received 14 requests for Capacity Building Grant funds totaling \$62,700.

The Arts & Cultural Council administers Capacity Building Grants with funds provided by Rochester Area Community Foundation. Capacity Building grants are awarded through a competitive process and provide financial and technical assistance to nonprofit arts and cultural organizations with budgets under \$600,000 in Genesee, Livingston, Monroe, Ontario, Orleans and Wayne Counties. Grants are for projects that improve management, develop audiences, strengthen fundraising, and/or achieve operating efficiencies. Priority is given to direct producers and presenters of cultural programming.

“We greatly appreciate our longstanding investment partnership with Rochester Area Community Foundation, whose critical financial support gives us the ability to strengthen cultural organizations region-wide,” said Sarah Lentini, President and CEO of the Arts & Cultural Council.

An award ceremony for 2010 grantees will be held Friday, February 26 10:00 a.m. – 12:00 p.m. at the Arts & Cultural Council for Greater Rochester, 277 N. Goodman Street, Rochester.

**Funds Awarded: \$33,500 for eight projects taking place in 2010.**

*Awardees*

- **Borinquen Dance Theatre, Inc.:** \$4,380.00 for the design, development, and implementation of a comprehensive website including; online performance booking, video samples of work, press material downloads, donation area, and to serve as an online resource for dance and culture in the Hispanic community to further broaden audience reach with a unique blend of folkloric and contemporary dance.
- **ImageOut: The Rochester Lesbian and Gay Film and Video Festival:** \$4,200.00 to hire a strategic planning consultant to develop a long-term growth strategy for the organization that will improve management while boosting overall operational efficiency.

- **Mercury Opera Rochester:** \$4,000.00 to hire a marketing consultant to create a detailed multi-year marketing plan that will allow the company to attract new audience members and supporters, and increase community awareness.
- **Pegasus Early Music:** \$4,000.00 to use a consultant-facilitated process to achieve three objectives: education on arts management, philanthropy and governance; strategic planning; and board development and succession planning.
- **Phelps Arts Center:** \$4,000.00 to collaborate with a professional design consultant to redesign, and update office and classroom space to serve the community more effectively.
- **Project U.N.I.Q.U.E., Inc.:** \$3,323.00 to increase the organization's capacity as a "learning lab" for arts-in-education, which will promote and expand U.N.I.Q.U.E.'s activities in research, professional development, and programming.
- **Quartsemble, Inc.:** \$5,000.00 to create a brand identity which more effectively conveys Quartsemble's mission, professionalism, and community orientation.
- **The Rochester Children's Theatre, Inc.:** \$4,597.00 for a new set of reliable, state of the art sound equipment, which will help Rochester Children's Theatre meet the growing demand for its touring education program, Plays on Tour, by allowing two shows to tour at the same time while also increasing the quality of the performances.

For more information about Capacity Building Grants and other grant programs, contact Jennifer Watson, Director of Development and Grant Programs, at (585) 473-4000, extension 206, or via email at [jwatson@artsrochester.org](mailto:jwatson@artsrochester.org).

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*The Arts & Cultural Council for Greater Rochester is a nonprofit corporation serving the arts, culture, and education in the 10-county greater Rochester region. Our mission is to strengthen and promote the region's creative sector through grant programs, constituent services, and special initiatives; and to act as an advocate, planner, and funder, supporting artistic vitality and cultural diversity throughout the region. For more information about our programs and services, visit [www.artsrochester.org](http://www.artsrochester.org).*