

## **EmcArts pilot *Innovation Lab for Arts Development Agencies***

### **Phases 2-4 Grantees – Project Descriptions**

---

#### **Alternate ROOTS (Atlanta, GA): *A Call to Action***

ROOTS seeks to transform this 37 year-old organization, to reach back to its original mission and vision and, over a three-year period, unleash the power of art and artists in action, to become Resources for Social Change throughout the region.

If ROOTS is to transform, not just change or grow, it must transform its governance and membership structures that are inextricably intertwined. All voting members of ROOTS are board members, roughly 175 members per year. Only voting members are eligible to access programs and services. Yet ROOTS' service region encompasses fourteen states and D.C.

This structure no longer serves ROOTS, its members, or its vision and mission. Over the past few years ROOTS has tweaked processes, and tinkered at the edges of things. Now ROOTS needs to go to the heart of things.

#### **Dance/USA (Washington, DC): *The Dance Ambassadors Project***

Dance/USA's mission is to sustain and advance the field of professional dance. To help Dance/USA deliver its public value to support and advance professional dance, the organization proposes developing the Dance Ambassadors Project to kick off a grassroots community building effort in professional dance. Dance Ambassadors will be carefully selected as committed dance artists and/or administrators in their geographic region with a proven awareness of and sensitivity to the diversity of dancemaking in their region. Dance/USA believes that, in order to establish a wholly allied dance environment in America, the organization must reach dancemakers in their studios and homes and connect with them in-person.

The project challenges the assumption that ever-increasing digital communication is the key to building a strong, networked dance community. The project also challenges the idea that establishing a structured local-national network of dance service organizations is the answer to reaching deeper into local dance communities.

#### **Theatre Communications Group (New York, NY): *For the People: Creating New Pathways into TCG***

Since 1961, Theatre Communications Group has been the epicenter for non-profit professional theatre in the US. TCG is searching to find a new way for as many "theatre people" as possible to benefit directly from TCG without the organization trying to be all things to all people. Whether someone is a scene-shop carpenter, a freelance artist or an artistic director for an institution, we want her to understand what TCG can do for her, know how to engage with our services and be directly impacted by TCG.

By questioning the ways participation in TCG services is "curated" and by busting open the assumption that TCG can't increase accessibility because of capacity and geographical limitations, the organization will reimagine its pathways of entry, such as, but not limited to, the current membership model. TCG seeks to create a fresh platform for engagement that will increase its public value to as many theatre people as possible, no matter what their role may be.