

# NEWS RELEASE

For Immediate Release

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## **The 500, Inc. Rebounds with Major Distribution To Dallas Arts Community**

*Restructuring year proves successful as key Arts support group  
announces 35 Beneficiaries, names 2001-2002 President, Board*

DALLAS — Monday, July 23, 2001 — Thanks to fiscal responsibility, strategic planning and newfound dedication from its volunteers, The 500, Inc. is pleased to announce a major distribution of funds to the Dallas Arts community this year.

In August, the Board of Directors will distribute \$110,000 amongst the city's leading Arts groups.

The independent grassroots Arts support group has donated more than \$12 million in its 36-year history. During the last fiscal year the organization was challenged by the complexities of event production and declining volunteer and financial support and was unable to make a financial distribution for the first time in 35 years. The vibrant organization responded with a major restructuring and is proud to announce a return to health and a generous donation to be made again this year.

"The Arts community, our friends and our volunteers caught the vision of a new day for The 500, Inc.," said president Brent Brown of Dallas. "We are back on track to greatly assist Dallas' superb Arts organizations as they do their creative part to make the city a fine place to live."

Starting in 1999, the organization initiated a strategic overhaul of its structure, goals and long-term plans.

Task forces, along with standing and event committees, worked with the Board to rethink the way the organization worked from top to bottom. The complexities of event production, declining volunteer and financial support, as well as changes in the overall Arts community necessitated our paradigm shift.

The result was the rededication to practices and policies such as fiscally conservative events to assure profits, and improved utilization of sponsors. It's the large events such as *Spring Creek Arts Festival* and *ARTFEST*, along with smaller events like *Texas Born*, *Texas Fed* which have all raised funds for the Arts of Dallas this year.

“A recent Roper Institute study reported that of all philanthropic activity in Dallas, the Arts receive the least financial and volunteer support. We feel that's our calling and a compelling reason for The 500, Inc. to recommit itself to addressing these charitable needs,” Mr. Brown said.

On the heels of the donation announcement, The 500 Inc, also released the slate of Board of Directors commissioned to carry on the recent successes in 2001-2002. Incoming Board Officers are Roger Starnes, President; Susan Wood, President-Elect; Brent Brown, Past-President; Tom Park, Vice-President; Phil Pan, Secretary; Cindy Collum, Treasurer; and Nichole Bradley and Chris Culak, Strategic Planning; Board Directors are Jon Goodwin, Trista Perot, Tim Forehand and Theresa Boyce.

Mr. Starnes, the Incoming President of The 500, Inc. and CFO for Waymark Communications, has served the organization for two years as an at-large member of the Board of Directors. Mr. Starnes plans to concentrate on the organization's resiliency during his tenure by focusing on initiatives in membership and marketing.

Volunteer Members of The 500, Inc. met on July 22<sup>nd</sup> to vote on how the \$110,000 will be distributed amongst the 2001-2002 Beneficiaries listed below. The announcement and check distribution will occur at the Funds Distribution Celebration from 6:30-8:30 p.m. on August 16<sup>th</sup> at Abbotsford Court (14775 Midway Road) in Addison.

### **2001-2002 Beneficiaries:**

Anita N. Martinez Ballet Folklorico, Inc.  
Chamber Music International  
Dallas Bach Society, Inc.  
Dallas Black Dance Theatre  
Dallas Chamber Orchestra  
Dallas Children's Theater  
Dallas Classic Guitar Society  
Dallas Museum Of Art  
Dallas Summer Musicals, Inc.  
Dallas Symphony Association, Inc.  
Dallas Theater Center  
Dallas Visual Arts Center  
Dallas Wind Symphony  
Fine Arts Chamber Players  
Kitchen Dog Theater  
McKinney Avenue Contemporary (The MAC)  
Metropolitan Winds  
Pegasus Theatre, Inc.

Richardson Symphony, Inc.  
Sammons Center For The Arts  
Shakespeare Festival Of Dallas  
Teatro Dallas  
Theatre Three  
TITAS  
Turtle Creek Chorale  
Undermain Theatre  
USA Film Festival  
Video Association Of Dallas  
Voices Of Change  
Walden Chamber Music Society  
WaterTower Theatre  
Echo Theatre  
Our Endeavors Theater Company  
Cara Mia Theatre Company  
Soul Rep Theatre

## **ABOUT THE 500, INC.**

The 500, Inc.'s mission involves innovative, fiscally-responsible fundraising; leadership development and education of its members; and positive promotions of the arts. Since its founding in 1965, the group of dedicated volunteers and its faithful donors have raised and contributed more than \$12 million to assure the vitality of Dallas County's arts groups. The organization's efforts give arts groups an additional funding source and support so they can continue providing quality music, fine art, theater, and new media experiences for the general public, thereby improving the quality of life in Dallas County. For more information, visit the organization's Web site at [www.500inc.org](http://www.500inc.org)

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