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## **Prestigious arts management program partners with 15 Lakeshore nonprofits to drive long-term success**

*Dick and Betsy DeVos Family Foundation provides funding for initiative; bringing world-class training to the Holland-area cultural institutions*

**HOLLAND, MICH., Sept. 15, 2022** – A nationally recognized arts and innovation management program and local philanthropists announced yesterday the launch of a two-year strategic planning program for area nonprofits called “Capacity Building: Michigan Lakeshore.” The program, facilitated by national leaders from the University of Maryland-based [DeVos Institute of Arts Management](#) (DVIAM), has been proven to help nonprofits achieve long-term sustainability, growth, and enhanced levels of success.

Funded by the [Dick and Betsy DeVos Family Foundation](#), the program will support 15 lakeshore cultural organizations through a mix of monthly advisor consultations and in-person events in Holland, where they will be spending approximately 70 hours engaging together over the next two years.

The organizations also will attend economic roundtables, where local stakeholders in economic development and tourism will discuss how further integration of arts and culture efforts can boost the lakeshore’s plan for development.

Led by DVIAM Chairman Michael M. Kaiser and President Brett Egan, the curriculum focuses on a wide array of disciplines including long-term planning, institutional and programmatic marketing, fundraising and revenue diversification, board development and engagement, and strategic planning and implementation.

“Arts and cultural organizations are essential to building strong and vibrant communities, but today they face more challenges than ever before,” said Kaiser. “The key to this program is to help put simple and effective strategies in place for these organizations to grow stronger and more resilient due to changing market conditions.”

DVIAM has advised more than 2,000 individuals, organizations, and foundations across the globe, including capacity building programs in Atlanta, Austin, Baltimore, Boston, Chicago, Dallas, Detroit, Grand Rapids, Los Angeles, Louisville, Miami, New Orleans, New York City, Portland, Orlando, Puerto Rico, Pittsburgh, St. Louis, San Francisco, San Jose, and Washington, DC, as well as in Croatia, Ireland, Vietnam, Trinidad & Tobago, and England. While environments, objectives, and disciplines vary, every participating community shares the desire to create, market, and sustain exemplary cultural programs.



“The Holland community is such a special place to live, work and visit,” said Dick DeVos. “Betsy and I feel it’s important to invest in the arts and cultural programs in this community, so they can flourish and serve others for years to come.”

Capacity Building: Michigan Lakeshore participants include:

- Culture Works Transformative Art + Design Academy
- Evergreen Commons
- Holland Area Arts Council
- Holland Community Chorale
- Holland Museum
- Holland Symphony Orchestra
- Knickerbocker Theatre (Hope College)
- Hope Repertory Theatre
- Latin Americans United for Progress
- Michigan Maritime Museum Inc.
- Ox-Bow School of Art
- Park Theatre Foundation
- Saugatuck-Douglas History Center
- Tri-Cities Historical Museum
- Zeeland Historical Society

The group reconvenes for their next training session on October 14, 2022. For information about in-person interview opportunities, please contact Courtney Lampen at [courtneyl@dvfoundations.org](mailto:courtneyl@dvfoundations.org).

**About the DeVos Institute for Arts Management:** The DeVos Institute of Arts Management at the University of Maryland provides training, consultation, and implementation support for arts, culture, education, and humanities institutions worldwide. Since its inception in 2001 at the John F. Kennedy Center for the Performing Arts in Washington, D.C., the Institute has advised more than 2,000 organizations from over 80 countries in the implementation of a wide variety of planning and operational objectives. Learn more at <http://devosinstitute.umd.edu/>

**About the Dick and Betsy DeVos Family Foundation:** The Dick and Betsy DeVos Family Foundation supports projects and initiatives that cultivate leadership and accelerate transformation. Striving to be a catalyst for positive change, the Foundation invests in programs focused on education, community, the arts, justice, and leadership. Find out more at <https://www.dbdvfoundation.org/>