

Guild Hall

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Press Inquiries:

Amy Kirwin, Chief Public Engagement & Impact Officer
akirwin@guildhall.org | 631.324.0806 x113

Guild Hall Selected to Join Bloomberg Philanthropies Digital Accelerator Program

Guild Hall will join a cohort of 200 nonprofit cultural organizations from across the U.S. and U.K. to improve essential digital infrastructure

January 14, 2025 — East Hampton, NY: Guild Hall (158 Main Street, East Hampton) announced today they have been selected to join the [Bloomberg Philanthropies Digital Accelerator Program](#). This initiative helps cultural organizations across the U.S. and U.K. to strengthen technology and management practices to improve operations, drive revenue, increase fundraising, engage broader audiences, and deliver dynamic programming.

Over the past three years, the Digital Accelerator Program has been a catalyst for strengthening nearly 150 cultural organizations across the U.S. and U.K. To date, the 40 institutions that were part of the first cohort cumulatively grew an additional \$20 million in new revenue including through fundraising, reached over 1 million new audience members, and engaged more than 4,000 new artists and partners.

Bloomberg Philanthropies held an open call for U.S. and U.K.-based cultural organizations to apply for the program and evaluated applications based on each institution's programmatic excellence, service to diverse communities, strong leadership, and a sense of how they want to use technology for a specific goal aligned with the Digital Accelerator Program, as well as a plan to implement it.

Guild Hall is one of 200 nonprofit cultural organizations accepted into Bloomberg Philanthropies' new Digital Accelerator Program cohort, spanning artistic disciplines and organization size in 52 U.S. cities and 28 U.K. cities.

"This opportunity is one of the most important ones in Guild Hall's 94-year history," shared Executive Director Andrea Grover. "We've just completed a physical renovation, and the Bloomberg Philanthropies' Digital Accelerator Program will enable us to match the quality of our CRM to our new facility. Once completed, the patron experience will be easier, and Guild Hall will be more sustainable and better equipped to serve our mission."

Jennifer Brondo, Guild Hall's Director of Operations, has been selected as the Tech Fellow for this vital project, with the goal of acquiring and implementing an all-encompassing Customer Relationship Management system (CRM) to more efficiently and strategically manage and build upon their constituents. The project will also include

a new ticketing and membership system, to be launched in 2026, significantly improving the user experience.

Since 2021, Bloomberg Philanthropies has invested \$128 million in the Digital Accelerator Program, helping what now totals nearly 350 arts organizations in the U.S. and U.K. invest in new digital tools and training. The exact grant size for each organization is still in development for 2025 and is determined based on the scope of the proposed project.



This project was developed with the support of Bloomberg Philanthropies' Digital Accelerator for Arts and Culture.

The program supports leadership development and infrastructure investment that builds audiences, increases fundraising, drives revenue, delivers dynamic programming, and helps us work more efficiently and effectively in support of our strategic objectives.

The program supports the development of best practices to share across a network of nonprofit cultural organizations.

ABOUT BLOOMBERG PHILANTHROPIES

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on creating lasting change in five key areas: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a philanthropic consultancy that advises cities around the world. In 2023, Bloomberg Philanthropies distributed \$3 billion.

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ABOUT GUILD HALL

Guild Hall is the cultural heart of the East End: a museum, performing arts, and education center, founded in 1931. We invite everyone to experience the endless

possibilities of the arts: to open minds to what art can be; inspire creativity and conversation; and have fun.

Guild Hall has served four generations and introduced audiences to the most storied artists and performers of our time. As we approach our centennial, we have completed a state-of-the-art renovation to match the caliber of our artistry for twenty-first-century audiences. The facility-wide Capital Improvements Project & Campaign includes top-of-the-line physical and technological enhancements to better deliver on our mission as an artist-driven, interdisciplinary institution.

For more information about Guild Hall, please visit GuildHall.org.
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