

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Dallas Children's Theater's Board of Trustees Awards Three-Year Contract to Executive Director Michael Meadows

Meadows, who joined DCT in 2025 as Interim Executive Director, earns permanent role following a year of strong leadership and renewed organizational momentum

Dallas, TX – Dallas Children's Theater (DCT) today announced that its Board of Trustees has unanimously voted to award a three-year contract to Michael Meadows, formally appointing him as Executive Director and removing the "interim" designation he has held since joining the organization in September 2025. Meadows has earned the board's full confidence through his strategic vision, community leadership, and deep commitment to DCT's mission.

"From his very first days at DCT, Michael demonstrated exactly the kind of steady, visionary leadership this organization needed in the Executive Director role. His understanding of Dallas's philanthropic community, his passion for DCT's mission, and his ability to expand a sense of community among our board, staff, and stakeholders made this decision an easy one," said Leah Mora, President of DCT's Board of Trustees.

Meadows brings nearly four decades of experience in the nonprofit and philanthropic sectors to his permanent role. His extensive background includes serving as President and CEO of the Dallas Zoological Society, where he led the transformation of the Dallas Zoo into one of the nation's premier zoological parks, as well as leadership positions at Southwestern Medical Foundation and The University of Texas at Dallas.

During his tenure as Interim Executive Director, Meadows worked to stabilize DCT's operations, deepen relationships with the organization's donor base, and lay the groundwork for a sustainable long-term future.

Under his leadership, DCT successfully launched its 42nd season — including a co-commissioned world premiere holiday production. That momentum carried through to DCT's new annual fundraiser, *Enchantment — An Evening with DCT*, held May 8, 2026 at the Rosewood Center for Family Arts. The reimaged event, inspired by the upcoming 2026-2027 season production of *The Secret Garden* and featuring immersive performances, inspired cuisine by Café Momentum, and a vibrant community of Dallas philanthropists — generated extraordinary buzz across the Dallas philanthropic community, signaling strong momentum and renewed energy around DCT's future.

As Executive Director, Meadows has outlined a clear set of priorities aimed at strengthening DCT's financial foundation, elevating its community profile, and expanding its reach across the Dallas-Fort Worth metroplex.

Central to his vision is building greater financial stability and long-term sustainability. "What we want to build is an organization with a firm, stable financial foundation — one that allows us to focus on what we do best: inspiring young people through the transformational power of live theater," said Meadows.

Key strategic priorities include:

- **Financial Stability & Sustainability:** Building a firm financial base through increased earned income, a growing donor base, and disciplined stewardship of DCT's assets — including its 55,000-square-foot facility, which the organization owns free of debt.
- **Expanding the Donor Base:** While DCT has been well-supported by a dedicated group of major donors, Meadows is focused on broadening that foundation by growing the base of contributors giving between \$500 and \$25,000 — creating a more resilient and diversified funding structure for the long term.
- **Increasing Awareness & Attendance:** Elevating the visibility of DCT's productions and programs across the DFW community, ensuring that more families, schools, and community members can experience the quality of professional theater DCT offers.
- **Boosting Earned Income:** Growing revenue through strategic facility rentals and other earned income opportunities, leveraging DCT's outstanding venue in ways that benefit both the organization and the broader community.

"If we want Dallas to continue thriving as a nationally recognized theater city, the best way is to introduce our children to the magic of live theater at a young age and to encourage and support their participation in the artform as they grow. While most of the children who attend our performances go on to careers in other professions, the life skills they develop through our education programs — public speaking, teamwork, discipline, and self-control — and the lasting memories they create with their families watching our productions stay with them forever. For 42 years, Dallas Children's Theater has been playing this invaluable role, and I am deeply honored to lead this organization that has such a powerful and uplifting impact on the young people in our community," said Meadows.

Dallas Children's Theater
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About Dallas Children's Theater

Co-founded by Robyn Flatt in 1984, Dallas Children's Theater serves over 95,000 young people and their families annually with professional productions and a robust arts-in-education program. As the only professional theater in North Texas focused exclusively on children and families, DCT fosters understanding across generations and cultures, nurturing an early love for literature, art, and the performing arts.

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