



SPRUCE PEAK ARTS

March 8, 2017

Job Description: Executive Director

The not-for-profit Spruce Peak Arts Center Foundation, Inc. in Stowe Vermont owns and operates the 400-seat Spruce Peak Performing Arts Center which it programs as a vibrant, quality destination venue, and partners with or programs other gathering places in Stowe, Vermont. The Arts Center opened in December 2010.

Stowe is a rural community located within a one-hour drive from Burlington and Montpelier. Its extraordinary location, an alpine village within Stowe Mountain Resort at the foot of the tallest mountain in Vermont, makes it a year-round destination for outdoor recreation and cultural tourism. It boasts both the finest ski resort, and the only resort community with a full time performing arts center, on the U.S. east coast.

The SPACF board of directors is a committed group of community leaders including both founding directors and future-focused community leaders. The board is in the midst of a governance revisioning process, with plans for expansion surrounding deeper community vision, engagement, and philanthropy. Updated in a December 2016 board retreat, its mission statement is:

The Stowe Arts Center at Spruce Peak is a vibrant gathering place that inspires, educates and entertains all who live, work and play in the greater Stowe community by providing a relaxed environment for live performances delivered by emerging and established artists now and for generations to come.

Since the Arts Center opened in December 2010, it has built brands emphasizing the uniquely Vermont artists and cultural “Peak Experiences” attractive to locals and visitors alike, supporting the professionalization of many regional artists by providing a first class listening environment, support with marketing, plus exposure and collaboration with peer and exemplary artists. It partners with local businesses, to attract entertainment revenues and retain those funds within the local economy. It has a robust education program of school performances and lifelong learning. It provides free concert support to the local schools, and reduced cost rentals to local not-for-profits and community groups. The Foundation recruits audiences from Philadelphia to Maine and Montreal by employing CRM-based tools across all platforms to engage one person at a time. As a result, its combined revenues from ticket sales, memberships, donations, grants, and sponsorships, are almost equally sourced between Stowe

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**SPRUCE PEAK ARTS
CENTER FOUNDATION**
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Presenting Artists From Around the World and Right Next Door

and the rest of the eastern seaboard. The arts center annual budget of approximately \$1,200,000 relies as well on a significant annual contribution from the neighboring resort. This gift has specific annual targets. The Foundation owns the Arts Center facility free of debt. It boasts a full-time staff of five professionals, three FTEs of dedicated professional support staff, a large team of volunteers, and contractual relationships for accounting, IT, other infrastructure, and some programming areas. The result is an unusually stable and forward looking community-based presenter.

The Foundation seeks an Executive Director (ED) to begin approximately August 1, 2017. The incumbent plans to step down in September 2017, returning after five years to live and work with his family. The desired candidate will be a visionary leader responsible for supervising and directing all aspects of its strategic vision, public connection, and managerial operations. The ED will guide, advise, and mobilize board members as they embrace their roles as fundraisers, policymakers, and community ambassadors. The ED will lead staff and contractors to operate, program, rent, and generally activate the Foundation resources while maximizing earned and contributed revenues. Specific roles and responsibilities include:

- Stakeholder Cultivating and Community Engagement. Maintain and enhance communication with Founders, contributors, members, sponsors, programming and other partners, and the board of directors, for defining together and building a vision for the community, and measurements of success.
- Contributed Revenue Enhancement. Expand constituent, programmatic, event, defined objective, board, and major gifts fundraising. With the board, explore capital gift and endowment or working capital fund opportunities, and define measurable success.
- Maintaining and Building Operational Excellence. Oversee, direct, develop, and manage the organization's day-to-day operations. Spearhead innovation and creativity in facility and production operations, guest services, marketing, community engagement, education, and artistic programming. Work with accounting contractors to build reports and analyses that effectively monitor progress toward measurable goals.
- Program and Earned Revenue Development and Inclusion. Work with partners, board, and community representatives to define and execute programmatic outcomes that inspire, educate, and entertain all who live, work and play in the greater Stowe community. Build earned revenue by encouraging and facilitating rentals by conferences, resorts, and regional businesses.

The ED will have effective "people skills" with the ability to promote and communicate an open, welcoming and informal corporate culture, both internally and externally, within a highly competitive environment. S/he will be an experienced and flexible team player while being willing and able to explain well-considered entrepreneurial plans. S/he will be an exceptional organizer with an understanding of GAAP, and comfort communicating about accounting and HR matters. S/he will have a successful track record of community development employing activities that inspire, educate and entertain.

Specific Qualifications include a bachelor's degree, master's preferred, plus a minimum of five to seven years of senior management experience, preferably in a not-

for-profit environment stressing a mix of earned and contributed income with the associated reporting skills. A successful track record is expected, in planning, organizing, and communicating; community development; and building teams of employees, contractors, partners, and volunteers. Chosen candidate will be expected to live in the greater Stowe community, moving from elsewhere if necessary.

Compensation and Benefits: competitive salary, medical insurance, paid time off, certain partnership benefits organized through sponsors and partner businesses, and the extraordinary mountain lifestyle afforded by living in the greater Stowe region.

To Apply or Recommend Applicants: Please email a cover letter and resume with a summary of demonstrable accomplishments to:

Rebecca Vaus, Corporate Office Manager
RVaus@SprucePeakArts.org

Certain candidates will be asked to provide references and complete more formal applications, and hiring will be conditional to an extensive satisfactory background check.

The Spruce Peak Arts Center Foundation is an equal opportunity employer that welcomes any qualified applicant, and values diversity of all kinds.