

Performing Arts Center Eastside (PACE) Executive Director

The Board seeks a proven fundraiser/friend-raiser to complete a capital campaign for a performing arts center designed from the ground up to be the favored venue for modern audiences and artists of music, dance and theatre.

PACE will energize Bellevue and the Eastside, in the process helping the region in its march forward as the Pacific Northwest's fastest growing tech and employment center.

BACKGROUND

PACE will stand as the dynamic cultural heart of the City of Bellevue and the Eastside. In addition to presenting seasons of performances, education and community engagement programs, PACE will serve as a welcoming and inclusive venue for the region's other flagship companies that include Seattle Symphony, Seattle Opera, Pacific Northwest Ballet, 5th Avenue theatre, Seattle Children's Theatre, and others. Artistically adventurous and deeply committed to culturally connecting with the region's many diverse communities through its programming, PACE will welcome young, creative, diverse, internationally connected and culturally sophisticated audiences of all ages, backgrounds and tastes.

Washington State's King County has seen dramatic growth in employment, residents and wealth over the last 20 years, driven primarily by innovative Fortune 500/1000 companies in Bellevue, Redmond, Issaquah and other cities to Seattle's east (collectively known as the [Eastside](#)). Home to Amazon, Costco and Microsoft, along with thousands of smaller companies and startups connected to the tech sector that continues to drive robust growth, the Eastside is today Washington State's largest population center. The Eastside is young, educated, technologically innovative, [culturally diverse](#), international and oriented toward a mix of newly arrived and legacy families with children and grandchildren. Its residents are increasingly demanding a healthy work/life balance that includes quality-of-life access to arts, cultural and entertainment amenities. There is enormous opportunity for PACE to serve this vibrant, demanding audience.

Bellevue is itself ideally located in the center of this region, with PACE situated on a \$50 million gift of land centrally located amidst hotels, restaurants, offices, retail space and single family homes and apartments for professionals. The PACE site is just a 5-minute drive from major state and interstate highways that connect Eastside communities of all ages and backgrounds – 86% are below 65, 39% foreign born, over 50% from communities of color, 85% have some college education, and professions represented skew toward management, business, science, art, sales and services. When built, PACE will draw its audience from 750,000 Eastside residents, 1.6M others living within an easy 30 minute drive, and over 30M outside visitors to Bellevue annually.

PACE will present a diverse array of the world's finest performances and programs, and will be a community-centered cultural resource for all.

BASIC FUNCTION

The Executive Director's 5 year objective is to complete a \$300+ million capital campaign to build PACE on already donated land in the center of Bellevue. The Executive Director will play a leadership role in managing the activities of an integrated project team comprised of an Owners Representative, architects, project managers, programming professionals, marketing professionals and community leaders. The Board's intention is to have the Executive Director become the CEO of PACE upon completion of the Campaign and the opening of the new facility.

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Within two years of its opening, PACE projects it will be presenting over 350 performances annually featuring a wide array of international and regional performing arts, artists, events and programs. Presentations will include symphony orchestras, Broadway shows, classical and contemporary ballet, contemporary and classical theater, comedy, and music ranging from pop to opera, jazz, blues, folk, rock, bluegrass and beyond. The publicly accessible Lobby Stage is envisioned as hosting 100 free performances annually, the PACE Education Center as hosting a similar number of education and community events, and it is anticipated that PACE programs will also be offered in schools. The overarching objective of the Center is to reach, serve and ensure access to all of its programs by the many diverse communities of the Eastside and King County. Additionally, the PACE Digital Reach program has a target of 500,000 interactions. PACE's initial annual operating budget is anticipated to be approximately \$30M with 60 full-time and 100 part-time employees, delivering an annual economic impact of \$41M to the region.

Reporting to the PACE Board of Directors and working closely with other staff, Board Members, consultants, community members, donors, and local government leaders, the Executive Director will be a hands-on, arts executive, and fundraiser personally involved in the solicitation of campaign gifts. Particular emphasis will be placed on the Executive Director's:

- experience in raising capital, endowment, and annual funds;
- the ability to shape a compelling case for support that inspires philanthropic investments from business, foundation and government funders;
- experience working collaboratively with performing arts and facilities consultants to shape a performing arts center built from the ground up to be inclusive of artists, audiences and communities of all backgrounds, ethnicities and interests, and that holds as a core value racial equity and diversity in all forms; and
- managerial expertise in recruiting, mentoring, and leveraging the efforts of a talented professional team with attitudes and ideas mapped to the communities that comprise the Center's potential audience.

This highly collaborative environment focuses on results achieved through focused action and crisp execution. The initial team focused on fundraising and friend-raising will include the Executive Director, 2 staff, 19 Governance Board Members, and a range of consultants. The team is expected to grow significantly as this 5-year project unfolds, with members segueing to roles on the PACE staff as the Center opens.

IMMEDIATE PRIORITIES

The Executive Director's main focus is the identification, cultivation and solicitation of individual and institutional donors who will fund, shape and build the performing arts center on the donated land centrally located in Bellevue.

In collaboration with the Board and major donors, the Executive Director will:

- Establish and execute relationship-building and fundraising strategies for PACE that takes into account the priorities of funding sources in King County, with a focus on the Eastside, Washington State and nationally, including individual, foundation, government and corporate donors, capital, endowment, annual, planned giving and event-based objectives and success metrics; identification of staff and Board members who will be actively involved in fundraising and definition of their roles; assessment and upgrade of fundraising systems and infrastructure; develop text and rich-media materials to be

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used in solicitations; provide guidance and support to Board members and staff during solicitation activities;

- Personally engage in direct solicitations of major individual, foundation, government and business donors; orchestrate and support solicitation activities of other Board and staff; collaborate closely with Campaign Co-Chairs to evolve the fundraising capabilities of a Campaign Committee and the Board as a whole;
- Develop plans for and guide the gradual growth of the organization to ensure it has the capacity to both sustain the Campaign and, eventually, to program and sustain general operations of the new Center;
- Develop and implement a friend-raising communications strategy targeting non-donors, including donor-influencers, government decision-makers, community leaders and others who map to diverse Eastside audience cohorts, and performing arts influencers;
- Recruit (and integrate into fundraising efforts) a tight-knit mission-supportive governance Board that includes funders, influencers, and people with important skills required to deliver the building project and provide effective institutional oversight; recruit, prioritize initially the development and retention of a small and flexibly configured staff able to run a development and project management office at a level required by a project of this scope; In year two and beyond, develop advisory boards and a volunteer cohort that maps to the sensibilities of PACE artists and audiences, and who will advance PACE's arts, arts education, ticket sales and public service mission;
- Coordinate the efforts of a broad range of consultants, architects, marketing, arts programming and other professionals to update community engagement plans, programming and education proposals, concepts for the building, engineering and mechanical systems for the building, and other necessary information;
- Design high-touch stewardship and donor recognition programs, and orchestrate public recognition of individuals and organizations whose contributions advance PACE.

IDEAL EXPERIENCE and PERSONAL CHARACTERISTICS

Candidates should have the following type of experience and qualifications:

- Experience shaping fundraising campaigns for projects of significant scale that includes capital, annual and endowment elements; holds team and self accountable for reaching or exceeding targets;
- Experience directly soliciting significant gifts from individuals, businesses, foundations, corporations, and the public sector; broad-based knowledge of various development activities including: direct, online and mail solicitations, social media, proposal and grant development, planned giving, event management; using data to manage and enhance donor cultivation and drive fundraising priorities; experience with a performing or visual arts organization is an advantage;
- Ability to navigate a complex fundraising environment with nuanced strategies and initiatives while building an influential group of volunteer friend-raisers, in the process gaining respect of diverse community and business interests, influencers and leaders;
- A broad knowledge of brand marketing, advertising, and public relations with specific experience in structuring sponsorships; demonstrated success with establishing stewardship and donor recognition programs that sustain long-term relationships;

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- Strong management skills, that include planning, budgeting, outreach strategies and tactics, and a demonstrated ability to organize, motivate and inspire others to mission-supportive and productive action; experience in motivating, directing, and managing staff and consultants in support of fundraising activities; particular facility in mentoring others, encouraging the best efforts of the development team, and modeling active solicitation is essential;
- A demonstrable history and commitment to diversity, equity, inclusion, and accessibility; a readiness to lead ongoing efforts to ensure that PACE embodies an anti-racist organizational culture throughout the company and at the core of its programs;
- Digitally savvy with experience presenting programming and marketing, fundraising, and communicating with stakeholders via the Internet and social media;
- A track record as an exceptional communicator; adept at writing proposals, solicitation letters, donor correspondence, and other materials; a good listener and strategist, comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan;
- Extroverted and fearless; derives energy from connecting with individuals, aligning the case for support, creating opportunities for engagement and building enthusiasm for PACE; outstanding speaking, writing, and editing skills, with demonstrated success in bringing regular, positive media attention to an organization;
- Thoughtfully intervenes in conflicts to improve communication, diffuse tension, and resolve problems. Seeks to find common ground and preserve relationships; seeks different points of view and leverages diverse perspectives in group processes and decision-making. Strives to understand the data, the people, and their views before making decisions and taking action. Promotes cooperation and commitment within a team to achieve goals and deliverables;
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines, with the flexibility and sensitivity to work with diverse personalities; emotionally mature with a very good sense of perspective and humor.

To apply, nominate others, or for further information, please contact:

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