

Director of Development



Marcus Center
for the Performing Arts

The Marcus Center for the Performing Arts has partnered with Spano Pratt Executive Search to identify the Director of Development. For a confidential conversation and to learn more about this opportunity please contact Rose Spano Iannelli.

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Organization

The Marcus Center for the Performing Arts (the Marcus Center) is the premier performing arts center in Milwaukee, Wisconsin. It is located at the corner of N. Water and W. State Streets in downtown Milwaukee, in the heart of the Downtown Theater District. It serves as the home of the Milwaukee Symphony, Florentine Opera, Milwaukee Ballet, First Stage, Milwaukee Youth Symphony and the Black Arts MKE. The Marcus Center is also a major presenter in its own right, offering major touring Broadway productions, off-Broadway shows and popular entertainment. Annual attendance is approximately 700,000 patrons.

The Marcus Center is strongly committed to diversity and community engagement and holds a leadership position in the arts community in this area. The Marcus Center offers a variety of free programming for families, children and veterans both at the Marcus Center and in the community, and has a growing reputation as a community gathering place for diverse cultures to connect and experience multi-cultural programming and events.

History - The Marcus Center was designed by noted Chicago architect Harry Weese. Construction began on June 27, 1966, and it opened on September 17, 1969 as the Performing Arts Center. The Marcus Center underwent a major \$26.5 million renovation in the mid '90's, funded through a public-private partnership. As a result of a lead gift from the Marcus Corporation in honor of its founders Ben and Ceil Marcus, the venue's name was changed to the Marcus Center for the Performing Arts. Since its dedication in 1969, the Marcus Center has also been a Milwaukee County War Memorial.

Governance and Leadership - The Marcus Center, which is owned and partially funded through Milwaukee County government, is governed and managed by the Marcus Center for the Performing Arts, Inc.—a private 501(c)(3) corporation. The Marcus Center also owns and operates a 700-stall parking structure, situated on land leased from the City of Milwaukee. It is governed by a very diverse twenty-five-member Board of Directors that is deliberately structured to represent the diversity of the community. The Marcus Center employs 125 full and part-time staff, led by a seasoned and highly capable Senior Leadership Team comprised of the President & CEO, Vice President & Chief Operating Officer, Vice President of Sales & Marketing, and the Vice President of Finance and Administration. Under the leadership of the Senior Team, the Marcus Center is a dynamic and entrepreneurial organization that encourages creative problem solving, risk-taking and strategic thinking and action, while proactively planning for the future. The organization places a high priority on maintaining a positive, collegial, supportive and family-friendly work culture.

Fiscal - The Marcus Center is known throughout the community for its fiscal integrity, as demonstrated by an unbroken record of balanced budgets and a long history of clean audits. The Marcus Center recently entered into a ten-year Contribution Agreement with Milwaukee County that provides for ten years of operating support on a declining basis, and \$9.8 million in County infrastructure capital investment. The Marcus Center is also currently in negotiations with Milwaukee County to secure a long-term facility lease. Since the renovation in the 1990's, the Marcus Center's aggressive approach to securing varying annual amounts of capital dollars from Milwaukee County has resulted in a facility with virtually no deferred maintenance.

2015 Consolidated audited income of \$12,659,536. View the annual report for a breakdown of income and expenses: <http://www.marcuscenter.org/wp-content/uploads/2016/05/Marcus-Center-For-The-Performing-Arts-Annual-Report-2015.pdf> .

Mission - As a bridge between cultures, the Marcus Center for the Performing Arts offers facilities and services of the highest quality, makes available a wide range of the performing arts, and acts as an energizing force for effective collaboration and advocacy in the community.

Vision - The Marcus Center for the Performing Arts serves as a gathering place for diverse cultures, by providing the setting for outstanding cultural experiences and events, where the arts come to life for current and future generations.

Marcus Center for the Performing Arts Statement Of Guiding Values

- **We Believe in Complete Customer Satisfaction**
We strive to provide Marcus Center customers with a positive entertainment experience, from the time they contact us to purchase a ticket or plan an event, through the performance they see on stage or the event they attend, to the point they exit the parking structure.
- **We Believe in Being Smart Stewards of a Public Facility**
We carry out the Center's management functions in a fiscally responsible way, keeping our services and programs efficient, affordable and accessible. We will be sensitive to the resource limitations of our resident groups and of the need to provide good value for our customers' entertainment dollars.
- **We Believe in Maintaining a State of the Art Entertainment Facility**
We provide and maintain appropriate production technology, facility services and amenities of the highest quality.
- **We Believe in Providing Diverse Offerings of Arts and Entertainment**
We recognize our customers vary in terms of interests and ability to pay for performances. We insure that the Center provides a variety of arts and entertainment offerings, reflective of diverse patron and community interests and within a broad range of prices.
- **We Believe in Teamwork and Respect and in Fostering Diversity in our Workforce and Board of Directors**
We work as partners with our colleagues, resident groups and the community to carry out our mission. We believe in the strength of teamwork and we act with integrity to create mutual respect and trust. We also work toward achieving greater diversity in the Marcus Center's work force and board.
- **We Believe in Sustaining Strong Community Support for the Arts**
We provide leadership in educating the community about the importance of the performing arts to Milwaukee's quality of life.

Position Profile

The Director of Development reports to the Vice President of Sales and Marketing, and will work closely with the President and Senior Leadership Team on fundraising strategy and in representing the organization in the community. The position is charged with the primary responsibility for managing and implementing the organization's first professional development plan, generated as part of a strategic plan process. This position is responsible for planning, execution, control and evaluation of fundraising, and sponsorship. In addition, the Director of Development will support any capital campaigns or special initiatives involving raising funds to support operations or programming, plus work collaboratively with the Director of Diversity and Community Engagement for funding outreach initiatives.

The priorities of this position are to increase philanthropic giving to the Marcus Center (present and future) and to expand the donor base. The Development Director works closely with the Vice President of Sales & Marketing, President & CEO, Committees of the Board and Fundraising volunteers to enhance and support the overall mission of the organization, and to assure that ample unrestricted funds are generated.

The Development Director is Responsible for fund development for these purposes:

- Sponsorships
- Donor and Prospect Research
- Operating Support/ Annual appeals
- Grant writing (as appropriate)
- Major Projects, including new programs and collaborative ventures
- Future Capital Campaigns including expansion, remodeling and major equipment
- Endowment Funds (new)
- Planned Giving Program (new, to start with Bequests and build towards Trusts)

Essential Functions

- Create a comprehensive development plan and solicitation strategies that align with the Marcus Center's overall institutional goals and strategies.
- Connect with prospects and donors frequently either on site or in the community – actively participate in community events, set appointments for tours, schedule meetings as possible.
- Communicate the Marcus Center's mission, program, and financial needs to current and potential donors and the community.
- Develop and implement stewardship initiatives aimed at cultivating deeper ties and retention of donors.
- Represent the Marcus Center at organizations as appropriate
- Implement, supervise or collaborate on, as directed, all aspects of fund development and marketing, including major gifts, planned gifts, annual fund, grants, sponsorships, special events, and membership.
- Serve as staff liaison to Board Development Committee and Marketing Committee.
- Develop and administer departmental policies and procedures including prospect tracking, mailings, online fundraising tools, and budgets for the Development Department.
- Other related tasks as designated by the Vice President of Sales & Marketing.

Professional Experience

The background and experience of candidates should demonstrate:

- Minimum of Bachelor's degree with at least five years of experience in fundraising in a nonprofit or foundation sector.
- Commitment to arts and culture is essential.
- Professional or volunteer experience with an arts organization is preferred.
- Proven ability to build annual contributions
- Demonstrated success in substantial, successful direct solicitation and marketing of major and planned gifts as well as institutional sponsorships
- Proven track record of effective engagement of key leaders in fundraising strategies including Board of Directors
- Excellent interpersonal and oral and written skills.
- Strong planning, strategic thinking, and leadership skills.
- High level of competency in the use of personal computers and development software.

Education

Bachelor Degree from accredited college

Location: Milwaukee, WI

Milwaukee, located in the Southeast portion of Wisconsin is a major league city—the business, cultural, sports and technical base of a four-county metropolitan market of 1.5 million people, making it the nation's 39th largest metro area. Milwaukee's many neighborhoods have much charm, and its beautiful parks are world-famous. Its lakefront downtown is busy, noted for its Old World charm and modern buildings. It is an affordable, comfortable place to live, do business and raise a family, big enough to be exciting and uncongested enough to get around in easily. It is safe, friendly and clean. It offers great restaurants, art galleries, museums, theatre, music and all of the pleasures of city life.



For more information on what Milwaukee has to offer, please visit: www.choosemilwaukee.com
<http://www.visitmilwaukee.org/>