

FIELD ARTS & EVENTS HALL

EXECUTIVE DIRECTOR

ABOUT FIELD ARTS & EVENTS HALL

With its 500-seat multi-purpose auditorium and 300-seat state-of-the-art conference facility, Field Arts & Event Hall (Field Hall) will represent the newest and most significant arts, entertainment, and special events combination found in Washington State. Its vision is to inspire, nurture, and empower the local arts community, enrich local cultural and educational experiences, and spark economic activity throughout the region.

CAMPAIGN HISTORY

In 2016, the community of Port Angeles received the largest charitable contribution ever made in Clallam County: a \$9 million gift from the late Donna Morris to be used specifically for the design, construction, and ongoing operation of a premier performing arts center in the city of Port Angeles. Inspired by Donna's gift, local arts patron Dorothy Field purchased and donated the last undeveloped parcel of waterfront property in Port Angeles to be the site of the performing arts and events center. Dorothy Field has since contributed a significant level of additional funding and also helped to start a \$9 million endowment for operational funding. In recognition of her gifts and in honor of her and her late husband, the building was named Field Arts & Events Hall.

Early conceptual design work revealed that the project site was larger than needed and that waterfront property is too beautiful and too valuable to be merely used as a parking lot. The [Port Angeles Waterfront Center \(PAWC\)](#) Board invited the [Marine Discovery Center \(MDC\) consortium](#) (Feiro Marine Life Center, Olympic Coast National Marine Sanctuary, and the Olympic Coast National Marine Sanctuary Foundation) and the [Lower Elwha Klallam Tribe \(LEKT\)](#) to join as "site partners" on a campus combining arts, science, and culture. Both accepted the offer, and each of the site partners is responsible for the design, fundraising, and construction of their own facilities but will work together on shared site planning, maintenance, and marketing.

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[Case Statement](#)

[Port Angeles Waterfront Center](#)

Mission

A home for arts and events
that brings people together
and strengthens our
community.

Visit



Over the past four years, the Field Hall Board and staff have conducted a market analysis and a capital campaign feasibility study, toured multiple venues, and met with theater professionals to determine the appropriate size and configuration of the project. This due diligence revealed the need for a dedicated conference and event space to complement the performance venue. In 2018, an endowment was established which now totals over \$3 million, a general contractor was selected, the schematic design was completed, and a capital campaign was initiated. Construction began the following year. So far, 70% of construction has been completed and \$35 million has been raised towards a goal of \$50 million.

BUILDING AND PROGRAMMING

The building will include an auditorium and a conference facility that combines arts, entertainment, and special events, as well as a coffee shop and gallery space, all under one roof. Sitting immediately adjacent to the City's new waterfront esplanade, the building features breathtaking views of Vancouver Island, with the Strait of Juan de Fuca to the North and the Olympic Mountains to the South. In so doing, its architecture captures the vibrancy, sense of community, and natural beauty of the surrounding area.

As a performing arts center, Field Hall will serve the North Olympic Peninsula as a host for artistic programming produced by new and existing local nonprofit performance, cultural, and education groups and as a presenter of world-class artistic and cinematic programming to audiences.

As a venue for conferences and events, Field Hall will serve as a modern critically needed home for community gatherings, meetings, nonprofit and corporate seminars, and local business events, as well as a full-service event center for regional and national conferences, sales and marketing events, weddings, tourism conclaves, and other events.

REGIONAL IMPACT

It is projected that by year three of operations, Field Hall and its patrons will generate over \$2.2 million in local business activity. Programs and events at Field Hall will encourage medical, business, manufacturing, and academic professionals who expect these types of amenities to come, live, and invest in this community. Field Hall will attract investments and drive tourism by bringing in resources and patrons who live outside the region. The Field Hall project is already encouraging complementary business activity, including a 100-room, four-diamond hotel one block from the site and a 70-unit condominium project with mixed retail, a seafood restaurant, and 320-stall public parking garage directly across the street. Over the next five years, Field Hall is expected to be the catalyst for approximately \$140 million in new construction in downtown Port Angeles, often referred to as "The Port Angeles Renaissance." In addition, two major community projects have been completed within the last 12 months: a \$9 million Boys and Girls Club, and a new \$21 million city aquatic center which is within walking distance from Field Hall.



PORT ANGELES COMMUNITY

Situated at the mid-point of the Olympic Discovery Trail and bordered by the snow-capped Olympic Mountain Range, Port Angeles, Washington has a population of 20,000 and is the gateway city of the [Olympic National Park](#)—one of the largest and most popular parks in America’s national park system. The diversity of recreational opportunities available for residents and visitors includes a vast network of trails, majestic mountains, rivers, lakes, rainforests, sandy beaches, and rocky tide pools. With a temperate climate, rural lifestyle, diverse outdoor recreation, and a vibrant business community, Port Angeles is a popular destination for the nearly 3.5 million people who visit the North Olympic Peninsula each year. The weather in Port Angeles complements the opportunity for outdoor activities and fun, too—the city sits in a unique rain shadow, which means more sun and less rain than anywhere else in western Washington. The south shore of Vancouver Island and the city of Victoria, British Columbia, are visible across the Strait to the north and accessible by the Coho Ferry located in downtown Port Angeles.

The North Olympic Peninsula serves as a home to eight Native American tribes: [Lower Elwha Klallam](#), [Jamestown S’Klallam](#), [Port Gamble S’Klallam](#), [Skokomish](#), [Quinault](#), [Hoh](#), [Quileute](#), and [Makah](#). The ancestors of these tribes lived throughout the Olympic Peninsula but ceded their lands and waters to the federal government through three treaties in 1855 and now govern reservations located along the shores of the peninsula.

An infectious sense of community and local pride runs throughout Port Angeles, an open and welcoming community of people of diverse backgrounds. Alongside the stunning landscape and temperate climate, the town’s well-regarded [library](#), [local hospital](#), and [downtown business district](#) make it a great place to work, live, and raise a family. [Peninsula College](#), the city’s public community college, features a beautiful campus and multiple degree and certificate programs. A vibrant arts community has existed in the region for decades, including the 70-piece, 80-year-old [Port Angeles Symphony Orchestra](#). The North Olympic Peninsula is an ideal destination for guests and tourists in the Pacific Northwest.

THE POSITION

Field Hall’s next Executive Director will helm this five-year-old nonprofit institution through the final phases of its \$50 million campaign to fund and open this flexible, world-class performing arts and events center by 2022. The next Executive Director, an energetic, entrepreneurial systems-builder, will provide overall vision, leadership, and strategic direction to Field Hall’s artistic, cultural, educational, and events programs. Reporting to and actively collaborating with a 10-member Board of Directors, the Executive Director, a highly visible leader in the North Olympic Peninsula regional arts and cultural community, will have considerable latitude and discretion in advancing and advocating for the growth and expansion of Field Arts & Events Hall. The Executive Director will advise and inform the Board of Directors on strategic issues affecting Field Hall and will work closely with the Board to ensure Field Hall’s vitality, sustainability, and success. With no operational history, Field Hall provides a unique career opportunity to shape and leave one’s individual imprint on this incredible community facility for years to come.



The Executive Director will lead a dedicated team to manage this state-of-the-art performing arts center and work closely with volunteers, arts patrons, civic and community leaders, and industry and corporate partners. The Executive Director will have experience in building strong and effective senior management teams for all areas of Field Hall's operations, programming, finance, development, marketing, and educational components. At this early phase, there are currently a Bookkeeper, Office Manager, and Legal Counsel who support the Executive Director. There will be an expectation to hire additional staff over the next two years, first and foremost a new Development Director in early 2021, along with the hires of a Programming Director, Marketing and Communications Director, and an Events Manager. Estimated financials for operations anticipate an operating budget of approximately \$1.2 million with an eventual staff complement of 8 to 10 by 2024.

RESPONSIBILITIES

The Executive Director will have the following primary responsibilities:

- Lead, communicate, and inspire a compelling, integrated arts and business vision to the Field Hall's staff, Board, civic leaders, regional stakeholders, and local citizenry.
- Develop and oversee a long-term strategic revenue plan to ensure the soundness of the organization's financial structure as well as accumulating an annual surplus.
- Provide day-to-day oversight and management of the Field Hall staff, developing work plans and staff assignments, hiring, and evaluating staff, mentoring and providing training, and fostering a supportive environment that values innovation, creativity, diversity, and mutual respect.
- Lead the development of strategies for increasing corporate events, off-site business conferences and meetings, performance subscriptions, target audiences, and overall attendance.
- Serve as chief external relations officer of the Field Hall by building local, regional, and national community awareness to strengthen partnerships and collaborations with civic, corporate, and cultural organizations.
- Continue to develop Field Hall's fundraising capacity with individual donors, sponsors, corporations, and other partners, assuring the growth and sustainability of its charitable revenue base.
- Provide advice and guidance to the Board of Directors on how to continue its effectiveness in elevating fundraising capacity through strategic board development and building a culture of philanthropy.
- Present information and participate in discussions with businesses, civic leaders, cultural organizations, community partners, citizen groups, and other individuals on city-wide issues.



- Maintain enriching and productive relationships with the surrounding arts community and make efforts to understand changing trends and demographics within the region.
- Support city and region-wide strategic planning, business strategy, and economic development with expert knowledge and counsel in arts management practices, planning, and target audiences.
- Keep abreast of trends and activities in the local, regional, and national arts communities and maintain a thorough knowledge of available state, regional, and community arts resources.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Executive Director will achieve the following major objectives:

- Oversee the capital campaign efforts that prioritize Field Hall's strategic partners and investors, raising the final \$15 million to complete construction of the project, and significantly broadening the engagement of high-capacity donors.
- Provide the leadership to create a strong vision for annual programming of artistic performances and attractions and for securing major corporate and business partnerships for off-site conferences and meetings.
- Build strong, meaningful relationships with Field Hall's Board of Directors, Capital Campaign Committee, top donors, PAWC Site Members, and other key stakeholders to ensure a strong structure for supporting programming, operations, and campaign priorities.
- Establish trust and confidence within the greater Port Angeles community with civic, community, education, media, and business leaders; and promote Field Hall as a warm, welcoming gathering place that enhances the cultural experience of people from all walks of life.
- Continue to grow and enhance Field Hall's resource base to ensure a strong sustainable financial foundation.

QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A strong commitment to advancing Field Hall's mission and strategic goals.
- A minimum of seven to ten years of senior level experience in building and leading successful arts and cultural institutions, including experience with earned revenue, strategic planning, performance management, board relations, fundraising, marketing, and communications.
- Demonstrated ability to bring strategic thinking and leadership in understanding revenue



potential and program dynamics to support a cause or mission.

- Proven success in leading, managing, motivating, and inspiring high performing teams with an open, approachable leadership style.
- Experience in marketing, advertising, and public relations activities for performing arts and, ideally, conference and events facilities; driving growth in ticket sales, events bookings, audience participation, and associated revenues.
- Prior experience with grant writing and management.
- Excellent budgetary and financial forecasting and analytical and management skills, including an ability to manage and interpret contracts and legal documents.
- Strong interpersonal, listening, and motivational skills with an ability to generate enthusiasm among all major community and regional stakeholders.
- Excellent communication skills with an ability to inspire, including strong written, verbal, and presentation skills.
- Ability to work on evenings and weekends, with occasional travel.

APPLICATION

The Field Arts & Events Hall has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant; Joey Scheiber, Consultant; and Maria Gikas, Administrative Assistant. The Field Hall offers a highly competitive salary, a generous benefits package, and relocation assistance.

To be considered for this opportunity, please send a letter of interest and resume to:

FieldHallSearch@campbellcompany.com

Field Arts & Events Hall is an equal opportunity employer. Field Hall is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, disability, political affiliation, personal appearance, family responsibilities, matriculation or any other characteristic protected under federal, state, or local law.

