



**ARTS CHEYENNE**

# **ARTS CHEYENNE EXECUTIVE DIRECTOR Fact Sheet**

**Submit in electronic format cover letter and resume to: Search Committee [losborn@lclsonline.org](mailto:losborn@lclsonline.org) by Friday, October 5, 2012 at noon.**

## **FACT SHEET FOR ARTS CHEYENNE EXECUTIVE DIRECTOR**

### COMMUNITY INFORMATION

Known for a mix of a western “Live the Legend” attitude and consciously positioning itself to be a 21<sup>st</sup> century, sustainable community, Cheyenne – the capital of Wyoming – is the most-populated city in the nation’s least-populated state. Located in Laramie County (just a 90-minute drive from Denver), the high plains and great mountain ranges provide outdoor recreational opportunities. While the major businesses of Laramie County are government and service/retail trades, historically the Union Pacific Railroad, F. E. Warren Air Force Base and agriculture shaped the community. The efforts of strong economic development entities have resulted in the creation of three business parks that contribute to diversifying the economy and making Cheyenne one of the most desirable destinations for companies and corporations, big and small. The NCAR Wyoming Super Computer Center, opening in October 2012, and a nanotechnology building bookend the community and a Microsoft Data Center is currently under construction.

Cheyenne is best known by many as the home of the annual Cheyenne Frontier Days, the largest outdoor rodeo in the world. However, Cheyenne also has thriving arts and recreational opportunities that include a professional symphony orchestra, active community theater, strong support of visual arts, nationally known botanic gardens including a children’s village, an award winning library with exhibition and performance spaces, a civic center that brings in national traveling performances, various small museums, year-round farmers’ markets and well-organized free summer activities for families. Laramie County Community College provides additional venues for cultural, entertainment and educational pursuits.

### ABOUT ARTS CHEYENNE

ARTS CHEYENNE is a recently formed 501(c)3 organization created from the merger of the Cheyenne Arts Council and the Arts Alliance. The organizations merged in order to provide the Cheyenne community with one strong arts organization. Currently a Transitional Board is the governing authority for the organization and will be in place until June 2013, at which point a permanent board will be created to govern the entity. The vision statement is that ARTS CHEYENNE will create, stimulate, promote, and perpetuate the arts and culture in southeast Wyoming. The Mission states that ARTS CHEYENNE provides education, arts and cultural advocacy, consulting, technical assistance, and programming through the facilitation of collaborative community partnerships.

ARTS CHEYENNE concentrates its efforts in Cheyenne (population 60,000) and Laramie County (population 93,000). The first annual 17<sup>th</sup> Street Arts Festival occurred in August 2012 and was a huge success. ARTS CHEYENNE fully expects to build on this success, as well as the Young Artists Program,

Artist of the Month and other arts programs to further develop the arts festival which will grow in stature as well as generate revenue for the organization.

Grants from the Wyoming Cultural Trust and the Wyoming Arts Council along with an annual fund drive provide the primary revenue for operations including salaries and marketing. There are volunteer committees which report to the Transitional Board and work in the areas of Fund Development and Grants; Programming; Arts Education; and Marketing and Promotion.

The Transitional Board is currently guided by three documents: By-laws, a Memorandum of Understanding for Merger, and an Agreement and Plan of Merger. A strategic planning process is just at the beginning stages. With a budget of just under \$120,000, ARTS CHEYENNE's financial resources initially came from the assets of the two organizations. Since the merger additional grant funds have been awarded. Individual and business contributions will soon be solicited as part of the annual campaign.

Key outcomes for ARTS CHEYENNE include being responsive to local artists, cultural groups and those who enjoy the arts in the broadest sense of the word. The organization has a website (<http://artscheyenne.com/>) which is maintained by part-time contract employees. The website will develop to be the go-to place for anyone interested in arts and culture in Laramie County and beyond. ARTS CHEYENNE also has a Facebook page, and social media will be a key vehicle for keeping ARTS CHEYENNE relevant and visible to the community. From the work of the Merger Committee the following were identified as critical goals and strategies for ARTS CHEYENNE: unite arts and audiences through audience development and community partners and collaboration; promote and participate in arts education including promotion of a creative economy; advocate for all aspects of arts and culture; be inclusive of contemporary, traditional and non-traditional art forms; develop the website as the first portal of entry for arts and cultural information including economic contributions and creative community.

#### ABOUT THE JOB

The individual applying for this position must be a self-starter, team player, innovative and adaptable. As ARTS CHEYENNE's first Executive Director, this person will be challenged to mold and grow the position. Working collaboratively with the Transitional Board, staff and volunteers, the person in this position will be crucial to the organization's success. Relationship building utilizing strong communication skills is critical, as well as grant writing, development of sponsorships and other fundraising efforts. The Transitional Board, as well as the Board that will follow in June 2013, expects the person hired to embrace ARTS CHEYENNE's vision and mission as they steer the organization in growth and development.

In addition to performing day-to-day operational duties, the individual hired will be expected to guide the organization in accomplishing the goals set out in the strategic plan. The person will be responsible for looking at the big picture as they work with a varied constituency. Working collaboratively with ARTS CHEYENNE's committees will be critical to success as that is how much work occurs. Ensuring that the needs of artists, organizations and audiences are met is vital to filling the role of ARTS CHEYENNE in the community. Marketing is a major responsibility of the Executive Director.

There will be an evaluation conducted by the President of the Board at least annually. The Executive Director reports to the President of the Board

#### QUALIFICATIONS

Must be self-motivated, creative and organized. The successful applicant will have good time management skills and the ability to meet frequent deadlines. Past experience working in a public environment and serving others is helpful. The ability to work with a varied constituency, build consensus and good will in the community will be critical to success. A bachelor's degree including coursework in arts, arts management, business, administration or related field along with experience working with a not-for-profit board are necessary qualifications. Grant writing and management experience along with financial skills will be critical to success. Communication skills, both written and oral, are essential components needed for this position.

#### REMUNERATION

This is a contract position. The goal is to have a full-time Executive Director earning \$40 to 50,000 per year. At this point \$25,000 is available. Negotiations will occur with the selected applicant to determine how best to proceed towards this goal. Moving expenses are not available.

**LATEST REVISED DATE 9/2012**