

# Heather Johnson

1747 Alta Vista St.

Sarasota, FL 34239

(555) 555-5555

XxxxxXxxxx@isprovider.com

---

## PROFILE

A distinguished career in developing and managing all facets of performing-arts centers, with a history of success at increasing revenues and attendance. Accomplished at building programs from their inception as well as advancing an organization's mission. An innovative, energetic, and proactive leader with vision as well as the proven ability to book world-class artists from diverse genres. Background includes extensive experience in strategic planning, programming, operations, human resources, fiscal management, and fund-raising. Well-traveled and knowledgeable of different cultures. Conversant in Russian, Spanish, and French.

## EXPERIENCE

**Van Wezel Performing Arts Hall, Sarasota, FL. 1993 - 2003**

### **Executive Director**

Complete responsibility for all artistic and administrative functions for this 1,700+ seat internationally-acclaimed performing-arts center, noted for attracting the world's finest artists and being among the nation's most active presenting and rental halls. Responsible for planning and directing all functions, including operations, programming, fund-raising, and outreach. Served over 300,000 patrons annually with over 250 events per year. Annual budget in excess of \$8 million.

- Achieved numerous goals of "Vision 2015," the long-range plan to position the institution for the future. Accomplishments included expanding educational and outreach component, securing additional funding, and implementing an architectural / engineering survey.
- Initiated Van Wezel Corporate Circle and expanded grants program to generate tenfold increase in acquisitions from public and private sources.
- Achieved "First Place" designation in highly competitive Florida Cultural Institutions Program and received \$617,000 grant, the largest in the state.
- Increased operating reserve more than 70% and grew capital reserve 200%.
- Operated facility on over 96% earned income, versus industry average of 55%.
- Conceived of, created, and instituted comprehensive education and outreach program to serve the community and develop new audiences. Initiated "Curtain Calls" and "Saturday Morning for Kids."
- Expanded programming direction and developed new patrons from more diverse demographics, yielding 8% increase in ticket revenues. Developed "Rising Stars of Classical Music Series."
- Initiated measures to improve patron satisfaction and maximize revenues from food and beverage, parking, and box-office services.
- Redesigned institutional image in all marketing materials, media exposures, and brochures.
- Designed and implemented 25th anniversary season with numerous special programs to include a 30-minute PBS-affiliate-produced documentary on the facility. Program was aired nationally.
- Completed comprehensive architectural and engineering evaluation addressing a major renovation, expansion, and facility addition.
- Served as senior spokesperson for the hall. Addressed local and international civic and private organizations.

**Centennial Hall, University of Arizona, Tucson, AZ. 1988 - 1993**

**Director, Office of Cultural Affairs, 1985 - 1993**

**Executive Director, "Festival in the Sun," 1988 - 1991**

The founding director, responsible for all aspects of planning, initiating, and developing the Office of Cultural Affairs. Also held complete responsibility for programming, scheduling, and management of Centennial Hall, a 2,400+ seat nationally-acclaimed performing-arts center that presented world-class artists and also served as a facility for student productions and was rented by local arts groups. Annual budget in excess of \$4 million with over 300 events serving more than 250,000 patrons. Worked closely with a 55-member Community Advisory Board.

## **Heather Johnson Page 2**

---

- Planned and developed all areas of programming, staffing, operations, and outreach.
- Operated facility on 74% earned income.
- Conceived of and developed "Festival in the Sun," a world-class festival with a \$2 million budget and featuring 120 events in a 3-week period. Event was covered by national and international media.
- Oversaw comprehensive renovation and expansion to Centennial Hall, including a new stage house and increased production capacity.
- Created and developed programs that achieved national acclaim and were rated in top 10% of university programs. Introduced "The Discover Series."
- Implemented marketing programs that increased event attendance five-fold.
- Directed an extensive training and internship program in all phases of operations.
- Obtained numerous grants from public and private organizations as well as individuals.
- Member of University Relations Council.
- Participated in Century II Fund-raising Campaign, which exceeded the \$100 million goal.
- Instrumental in commissioning significant new works in dance and music.

**Florida State University, Tallahassee, FL. 1976 - 1985**

**Director of Special Events, 1983 - 1985**

**Assistant to the President and Director of Special Events, 1976 - 1983**

Complete responsibility for "The Artist Series," featuring a broad spectrum of world-class cultural attractions in the 1,500+ seat Ruby Diamond Auditorium.

- Reversed operating deficit through decreasing costs and increasing attendance 40%.
- Chairperson of Fine Arts Festival, an annual event featuring dance, theatre, music, and visual arts.
- Administrative Director of New Generation, a statewide writing competition. Program was recognized by Governor Graham and the Florida Cabinet.
- Member, President's Council.
- Oversaw and directed numerous special projects, including Commencement Exercises with 15,000 attendees, Honorary Degree Award Ceremonies to notables such as Miss Lillian Carter, and programs featuring visiting dignitaries such as Sir Harold Wilson.

## **HONORS**

- Guest of King Albert and Queen Paola of Belgium at world premiere of Royal Ballet of Flanders, Antwerp.
- Serve as adviser to numerous foreign dance companies, including Crupo Crupo of Brazil and Lyon Opera Ballet.
- Honored by proclamation from Governor of Florida and Florida Cabinet for New Generation's effective

contribution to quality education in Florida.

- Recipient of award from International Society for the Performing Arts at United Nations dinner: "For her outstanding service to cultural philanthropy, education, and the ISPA Foundation." December 1996.

### **PROFESSIONAL AFFILIATIONS**

International Society for the Performing Arts Foundation, Association of Performing Arts Presenters, International Association of Auditorium Managers, Western Alliance of Arts Administrators, Florida Presenters Consortium, Japan-American Cultural Collaboration Project, Israel America Cultural Consortium, Florida Media Executives Roundtable, Sarasota County Arts Council, Cultural Executive Committee, UK-AZ Festival (United Kingdom-Arizona) Planning Committee, Invisible Theatre.

### **EDUCATION**

Postgraduate Certification Program, Managing the Arts, The University of North Carolina, Chapel Hill, NC. 1985

Postgraduate Certificate Program, Public Administration, Florida State University, Tallahassee, FL. 1978

M.A., English, The College of St. Rose, Albany, NY. 1975

B.A., English, Russell Sage College, Troy, NY. 1973