

JOI A. BROWN

105 S. 9th Street, #512, Omaha, NE 68102 - 402-253-5928 - joia@4siteprogramming.com

EXECUTIVE PROFILE

More than 25 years of executive leadership in the non-profit performing arts industry with a background in presenting a broad range of fine arts, commercial entertainment, small venue and outdoor concerts, student and young audience programming, and community engagement initiatives.

CORE COMPETENCIES

Commercial, Fine Arts, and Young Audience Program Development ♦ Contract Negotiations ♦ Program Marketing ♦ Production Management ♦ New Project Development and Management ♦ Community Engagement Strategies ♦ Venue Operations ♦ Budgeting ♦ Risk Analysis ♦ Planning and Facilitation

PROFESSIONAL EXPERIENCE

4SITE PROGRAMMING

January 2012 - Present

Founder and Director

Providing contracted support to performing arts centers and arts organizations assisting with the development of programming strategies, research of programming opportunities, risk assessment, contract negotiations, and plans for implementation. Clients include performing arts centers with ongoing or developing programming needs, organizations supporting venue renovations, touring artist ensembles, international collaborators, and organizations outside the performing arts center network including presenters of film and visual arts or multidisciplinary works.

ARTS MIDWEST

August 2013 - Present

Professional Development Liaison

Providing contracted support to the Arts Midwest Conference planning team for the development of panels, discussions and presentations at the annual Arts Midwest Conference. Responsibilities include facilitation of conference planning meetings, assisting with the research and invitations to key professionals within or outside the industry, and support of session leaders in the development of workshops.

OMAHA PERFORMING ARTS - Omaha, NE

January 2006 - October 2011

Vice President for Programming & Education

- ❖ Provided artistic direction for Omaha Performing Arts including programming at the historic 2,600-seat Orpheum Theater, and Holland Performing Arts Center, which includes a 2,000-seat state of the art concert hall and a 300-seat flexible venue
- ❖ Selected, contracted, and oversaw all touring programming comprised of 80-120 performances each season, including Broadway, concert, dance, and family offerings
- ❖ Managed programming budgets ranging from \$4 million to \$8 million
- ❖ Provided concept and supervision of all performing arts education programs including performances for school audiences, ongoing training for teachers and teaching artists, performance training for youth, partnerships with schools, and community collaborations
- ❖ Oversaw organization's volunteer program which supports over 250 events annually with a core of 450 volunteers

- ❖ Developed new performing arts programming models including a night club series featuring emerging jazz, folk, world music, singer songwriters, and non-traditional artists in an alternative night club setting
- ❖ Provided overall management, artist selection, planning, logistics planning and site management of Jazz On the Green, a newly acquired, outdoor, six-night summer concert series reaching audiences of 8,000-10,000 per event
- ❖ Oversaw performance rental division, supporting more than 100 performances annually including serving as liaison with core tenants, commercial promoter events, and other community performance rentals

WEIDNER CENTER FOR THE PERFORMING ARTS – Green Bay, WI October 2001 – January 2006

General Manager and Director of Programming

- ❖ Assigned increasing responsibilities over five years beginning as Director of Programming, overseeing 25% of operation, and concluding as General Manager/Director of Programming and Marketing, overseeing 70% of operation/staff and a 400 member volunteer program. Served as Interim Executive Director for one year
- ❖ Directed oversight of programming budgets of up to \$8 million and involvement in all aspects of remaining budgets for operation
- ❖ Provided artistic direction, selection, contract, and oversight for all performing arts programming with more than 100 performances annually
- ❖ Provided artistic guidance and operational oversight for all education programs including a student matinee series serving over 40,000 students annually, in-school artist programs, teacher training, and special projects
- ❖ Worked collaboratively with development and grant writing staff to secure public, private and individual contributions in support of the mission, programming and operation
- ❖ Introduced new programming models including a small venue series showcasing emerging artists and a high visibility speaker series with auxiliary education activities, exhibits and community collaborations
- ❖ Assigned primary responsibility for two partner agreements with outside venues. Activities included three years as venue manager for a 992-seat historic venue in downtown Green Bay, and a two-year Broadway partnership in Milwaukee

OSHKOSH OPERA HOUSE FOUNDATION – Oshosh, WI

June 1993 – October 2001

Executive Director

- ❖ Responsible for the overall operation, programming and management of a 700-seat, restored opera house with an annual budget range of \$800,000 - \$1 million
- ❖ Worked with Board of Directors on strategic planning for the foundation and was liaison to the City Board appointed to oversee the opera house facility and property
- ❖ Oversaw core staff of seven full-time employees, part-time and contracted support, and a volunteer core of 150
- ❖ Responsible for all grant writing, contribution campaigns, sponsorship solicitations and fundraising events

- ❖ Developed all educational programs including a student matinee series that reached over 12,000 students annually and oversaw outreach activities in schools and community
- ❖ In a ranking by the Wisconsin Arts Board of 40 performing arts series in the state, moved the program from 29th to 2nd in the first four years and maintained a consistent ranking among the top five in the state for remainder of tenure
- ❖ Organizational partner with “Project SOAR” – an educator-based artist residency model that resulted in more than twenty in-school artist residencies each year

JOHN MICHAEL KOHLER ARTS CENTER – Sheboygan, WI

January 1988 – June 1993

Performing Arts Administrator

- ❖ Program selection and project oversight for all guest artist residencies with touring artists. Artist residencies ranged from several days to several weeks and were primarily focused on performances for students and training opportunities for youth and community
- ❖ Served as Artistic Director/Producer for annual three-title summer theatre season (two straight plays/one musical) supervising a guest artist staff of 12 and local student and adult community performers
- ❖ Launched a high school theatre performance ensemble with two fully produced performances each season
- ❖ Served as director/choreographer for various performance projects throughout tenure as well as provided classes and workshops as needed

OTHER EXPERIENCE

- ❖ National Arts Strategies Training, October 2010 – Three day strategic planning intensive tailored for senior leadership teams in non-profits
- ❖ Association of Performing Arts Presenters – Annual Booking/Education Conference, 1993 to Present
- ❖ League of American Theatres and Producers – Annual NY Networking/Education Conference, 2003 to 2011
- ❖ League of American Theatres and Producers Commercial Theatre Institute, 2004 – three day education intensive exploring financial models and infrastructure of commercial theater producing and models
- ❖ Programming Consultant for University of Wisconsin-Stevens Point, 2001 to 2006
- ❖ Midwest Arts – Annual Booking/Education Conference
 - Showcase Jury Panelist – 2009 and 2003
 - Conference Co-Chair - 2003
 - Speaker/Panelist – various sessions 2000 to Present, including Agent Presenter Communication, How to Package Artists, Resources for Mid-Size Venues
 - Member, Mexico International Touring Artist Task Force, 1999-2000—appointed as one of four U.S. representatives to visit Mexico and evaluate touring infrastructure and host representatives from Mexico to observe and evaluate U.S. models
- ❖ Public Member to Wisconsin Legislative Study Council, 2001—appointed to work alongside legislators to explore new funding models and mechanisms to support the Wisconsin Arts Board. Selected to serve as panel facilitator in presentation of findings to 250 arts and philanthropic leaders

- ❖ Board Member to Project SOAR, 1991-2006 – secured funding and awarded grants for twenty or more annual artist residencies in Oshkosh Schools
- ❖ Steering Committee Member, Wisconsin Dance On Tour, 1992-1996 – developed and worked with colleagues to oversee a five-year, statewide dance touring program that delivered three-five-week statewide performance and education tours by premier national touring companies with budgets ranging from \$300,000 to \$400,000 including commission participation
- ❖ Chairperson of Wisconsin Presenters Network, 1992-1995 – facilitated meetings and projects for more than 40 active member organizations, served as liaison to the Wisconsin Arts Board, developed and implemented advocacy initiatives, oversaw annual conference, and block booking communications

EDUCATION

MFA, Theatre/Directing, Catholic University of America, Washington, DC—1997 (Cum Laude)
BA Theatre (minor in dance) University of Maryland, College Park, MD – 1983 (Cum Laude)