

view

arts center



Executive Director

Old Forge, NY

DRi Waterstone
HUMAN CAPITAL

DRiWaterstone Human Capital
1550 Wilson Blvd., Suite 700 PMB 370
Arlington, VA 22209
703-294-6684

<http://www.driwaterstonehc.com>



View Arts Center

THE ADIRONDACKS PROVIDE A SOURCE OF INSPIRATION & OPPORTUNITY FOR ARTISTIC EXPRESSION

View is a dynamic, membership-based, multi-arts center in Old Forge, New York, housed in an impressive and modern 29,000 sq. ft. LEED-certified building designed for arts programming. The seven-acre campus includes a sculpture garden, courtyard, and nature walkway through a unique wetland area.

Open year-round, View draws artists from across North America and Europe for its large, juried exhibitions held in four exceptional gallery spaces. View engages and supports local and regional artists with a variety of exhibition opportunities and professional development workshops, and programs.

A 250-seat auditorium with great acoustics, lighting, and flexibility for formal or informal seating is home to live performances and functions as an event venue.

A creative arts wing offers facilities for classes and a world-class pottery studio. Recreational programming is offered to the community that includes corn hole, trivia nights, yoga, zumba, and meditation. A gift shop provides unique offerings for visitors.

Founded in 1951, View's facilities often serve the community by hosting meetings, school system events, weddings, and other social events.

View's mission is to enrich, educate, entertain, and inspire.



Our People

View's Team

A staff of twelve professionals, eight full-time, 4 part-time, and 2 contractors, conducts a busy schedule of exhibitions, workshops, performances, and events.

An extensive network of over 250 dedicated volunteers provides invaluable help in delivering many of View's programs.

View has a highly competitive program for seven college and graduate school summer interns that significantly enhances our ability to conduct an active schedule of summer programming.

Board of Directors

View has a 15-member board with a broad range of valued skill sets, including legal, artistic (visual and performance art), financial, healthcare, technology, management, and community development. The board is active, engaged, and fully supportive.

A robust committee structure composed of board members and non-board members provides support and acts as a sounding board for visual arts, performing arts, development, government relations, nominating and governance, and facilities.

Diversity, Inclusion, and Social Equity

View strives to be inclusive of all cultures, races, religions, and sexual orientations. We believe artistic expression and the enjoyment of the arts should be available to all people.



View Today

View’s impressive purpose-built \$10M+ building has become its most important asset in delivering programs to a growing arts community.

Financial Summary

View has a 2025 budget of \$1,217,716:

- 53% is earned income; program items such as events, performances, and the gift shop
- 47 % is contributed income; non-program items such as fundraising, membership, and grants
- Payroll is 56.5 % of expenses
- In conjunction with View Board, The Community Foundation of Herkimer and Oneida Counties manages \$1.5M (\$780K Endowment; \$241K Board Restricted, \$459K Operating Reserve, \$99K Prize/Program Fund)

Strategic Priorities

In 2021, View Board and Staff Members developed a working Strategic Plan identifying 7 strategic priorities (see below). While there is still work to be done, significant progress has been made in several of the priorities.

- Engage local community members, businesses, and area nonprofits.
- Increase visibility and engagement locally and regionally.
- Select, develop, and retain skilled and committed professional staff.
- Maintain and Improve View’s LEED Certified Building.
- Offer diverse and engaging programs to leverage View’s multi-disciplinary appeal.
- Strengthen View’s financial sustainability and resilience.
- Evaluate the old View Building to ascertain structural constraints and to explore programmatic opportunities.





Old Forge, New York

View is located in the historic village of Old Forge, NY, on the Western side of the 5.8-million-acre Adirondack State Park. Old Forge is a major summer and winter tourism destination with abundant natural resources, including lakes, mountains, a ski area, and extensive hiking/mountain biking/snowmobile trail networks. Several hotels and restaurants, a physician's office with two primary care practitioners, a pharmacy, a grocery store, a dentist, several charming coffee shops, and a summer farmer's market make the community convenient and attractive. A full-time population of about 1,800 grows to over 25,000 during the summer months. The local community is View's core constituency, and off-season offerings have significantly increased over the past few years. View has strong donor relationships through the support of an affluent seasonal community.

Utica, Albany, and Syracuse are major metropolitan areas with international airports within 150 miles. Boston, New York City, and large cities in Canada are also within 4 to 5 hours.

Several collaborative arts and cultural institutions are within 100 miles: The Town of Webb Historical Association in Old Forge, Great Camp Sagamore in Raquette Lake, The Adirondack Experience in Blue Mountain Lake, The Wild Center in Tupper Lake, The Munson-Williams-Proctor Institute, and Pratt MWP College of Art and Design in Utica.

Old Forge has a small but strong school system of K-12 education, with an impressive record of college placement and a culture of inclusion, teamwork, and participation. Several recent graduates have attended Ivy League colleges, and several of its athletes have competed in the Olympics.

The Adirondacks and Old Forge Highlights





The Opportunity

The **Executive Director** has overall responsibility for the successful operation of View, reports to the Board of Directors, working closely with the Board Chair and Executive Committee. The Executive Director is responsible for administrative and management oversight of program services for the organization with a focus on leading overall strategic direction and operational management for all aspects of the organization, including but not limited to our core offerings including Visual Arts, Community Arts (Fine Arts & Crafts, Health & Wellness, Literary Arts, Culinary, etc.), Performing Arts, Events Management, human resources, marketing, finance, technology, and facilities management. He or she works directly and closely with the Board, staff, working committees, and volunteers to achieve the success of the organization.

Core Program Management and Development

- Oversee the development, design, management, and delivery of View’s art programs and portfolio of products and services in keeping with View’s high standard of quality.
- Provide guidance and support for each of the program managers to ensure consistent quality and collaboration of skills.
- Work closely with committee chairs in all areas.
- Establish standardized processes, templates, and analyses to guide programming decisions.
- Develop programs to support local and regional artists.
- Recruit and develop a high-performing staff.

Non-Program Related Revenue / Expenses: Membership, Development, Grants, and Government Relations

- Manages Membership programs, works with the Development Committee for fundraising, takes advantage of private and public grant opportunities, and enhances government relations on a state and local basis.

Financial Management

- Work with View’s financial staff to develop and submit yearly budgets, track and manage financial performance, and report to the board and various committees. The Executive Director has overall responsibility for sound fiscal management of View and will ensure adherence to sound financial structures and accurate reporting systems with key performance metrics in place and used.

Marketing Management

- Collaborate with View marketing staff to develop and execute comprehensive marketing, branding, and fundraising strategies consistent with the mission, vision, and values, ensuring consistency throughout the organization.



The Opportunity

Community and Public Relations

- Add value to our community, developing and maintaining good relationships with View's many stakeholders is important to a healthy future for View. The Executive Director frequently meets community leaders, donors, suppliers, and leaders of other cultural institutions in the region to establish shared interests and expand the importance of collaboration and to enhance our mutual success. The Executive Director must be a positive and respected spokesperson for View, articulating View's interests effectively.

Strategic Planning and Goals Implementation

- Lead the organization in furthering the mission of View by updating and implementing the Strategic Plan in collaboration with the Board.

Revenue Growth

- The Executive Director is responsible for a comprehensive plan for revenue growth, including a for-profit approach to program development where possible. Partnerships, membership, donor strategies, and grant programs are all important sources of income. The Executive Director needs to establish personal relationships with key funders and donors while expanding our base of support. The development of a robust grants program from government entities, private foundations, and other applicable sources will be a key contributor to View's success.

Organizational Management and Human Resources

- Manage View's human resources, both staff and volunteers, according to personnel policies, procedures, and sound management practices to ensure compliance with current labor laws and regulations while maintaining a workplace environment conducive to attracting, retaining, and motivating a staff of top-quality employees. Appropriate management supervision will include supervising staff meetings, providing feedback on a routine basis, and performance reviews in an annual cycle with measurable goals and objectives.

Other Responsibilities

- Develop and implement benchmarking as a continuous improvement tool, and research relevant best-in-class external organizations and programs for comparison purposes.
- Oversee facilities management and practices intended to ensure the safety and well-being of staff and visitors to View's campus and structures.
- Pursue relevant technology tools to improve the productivity of staff and volunteers and to enhance the presentation of art to visitors.
- Maintain official records and documents, ensuring compliance with federal, state, and local requirements.



The Candidate

8th Annual Adirondack Pastel Exhibition – June 11 – July 31, 2022.

The ideal Executive Director will have experience in the arts to bring a vision to View. This individual will provide strong leadership to an experienced team of professionals passionate about the success of View. The next Executive Director will have the ability to work with people of all personality types who support View and will be an effective communicator, able to bring more people into the organization's circle of supporters. Specific qualifications include:

Background

- Not-for-profit management experience, preferably in the arts, with an appreciation for the local community of passionate individuals.
- Minimum of five years of management experience.
- Bachelor's degree or equivalent training is required.

Skills and Experience

- Track record of providing leadership and direction toward the achievement of an organization's strategic mission and annual goals.
- A high degree of emotional intelligence, with an understanding of the business of the arts.
- Ability to motivate continual progress toward shared values and a shared mission.
- Relevant knowledge of the principles and practices of effective administration, organization, budget, and fiscal management, including promoting and protecting the financial well-being of the organization.
- A strong communicator and collaborator, willing to work with teammates to achieve success.
- Experience communicating and advocating with government contacts to increase support from NEA, NYSCA, and local government.
- Willingness and enthusiasm in engaging with the local community; Old Forge is a tightly knit, supportive community.
- Experience working in all aspects of grants management, from identification through cultivation and successfully securing funding, is preferred.
- A strong sense of how to effectively work with passionate volunteers, particularly with Board members who are engaged with an organization.
- A sincere interest in and appreciation for collaboration with other arts, cultural, and community organizations.
- A willingness and interest to fully engage in the life and activities of the organization and the greater Adirondack area.

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To learn more and to submit an application, please visit:
<https://driwaterstonehc.com/position/ed-view-arts-center/>

Compensation: \$110,000 - \$130,000 – negotiated based on experience and skills.

Location: Old Forge, NY

Equal Opportunity Employer: View is an equal opportunity employer and offers a welcoming and creative workplace. For additional information, go to www.viewarts.org.

About DRiWaterstone

DRiWaterstone is a boutique executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.