

# Scott Kenison

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## Experience

### Livermore Valley Performing Arts Center (LVPAC)

2014 – 2020

Performing and Visual Arts Center at the heart of Downtown Livermore

#### Executive Director

- Managed 507 seat Bankhead Theater and Bothwell Arts Center with a total of 44,000 square feet of programming space
- Developed and managed a \$4M budget and operated in the black for five years for the first time in organization's history
- Supervised staff of 13 with average of 24 full time equivalents
- Increased fundraising by 20% and increased membership from 730 to over 900
- Increased earned income by programming sold out performances and increasing rental income with unrelated daytime use of the buildings
- Established capital and operating reserves
- Created classic film series to activate theater during off days and to engage broader community
- Increased 2019 Gala gross revenue by 50% to over half a million dollars
- Represented LVPAC in the community and the region
- Presented to community organizations throughout the Tri-Valley to promote the arts
- Met regularly with Board, city staff and elected officials to further the mission of LVPAC
- Worked with regional organizations to make the Tri-Valley a destination for the arts
- Produced a free summer concert series on the Bankhead Plaza
- Created alliance with arts centers in neighboring cities to increase marketing reach
- Attend annual presenters conferences including Western Arts Alliance and California Presenters
- Curated a 50-performance season with a wide variety of genres
- Negotiated contracts with agents and artists
- Initiated "greening" the Bankhead to raise money to make improvements to the building including installing solar panels and replacing existing lighting with LED to increase savings
- Transitioned development, box office and patron management system from Tessitura to PatronManager to streamline process and improve customer experience
- Increased educational outreach efforts including Innovation Fair now in its third year
- Collaborated with resident companies on educational outreach
- Initiated free community concerts including free family concert and visiting military bands
- Led staff and Board through strategic planning process with a focus on sustainability
- Began rebranding effort to change Livermore Valley Performing Arts Center to Livermore Arts
- Launched new digital marketing efforts to increase sales
- Reorganized the staff to align with a focus on mission as a community based performing arts center

### Atlas Performing Arts Center, Washington, DC

2003 – 2011

The Atlas is an historic, community centered, multi-disciplinary performing arts center in the heart of the H Street NE Arts & Entertainment District

#### Chief Operating Officer

- Worked with Board Chair, Board of Directors, Executive Director and consultants to design, renovate and open a \$21M, 58,000 square foot community centered performing arts facility in the historic Atlas Theater built in 1938
- Led management team and business community to increase visibility of the Atlas and brand the neighborhood The Atlas District
- Worked with Development Director and consultants to raise money through annual and capital appeals
- Researched, identified and prepared proposals and budgets for successful grant requests
- Developed and supervised all aspects of operations including facilities, production and front of house staff
- Negotiated all agreements with artists and producers
- Developed working relationships with a variety of professional performing arts groups, Embassies and local presenters
- Curated, marketed and produced successful summer films series, embassy performances and co-productions
- Produced INTERSECTIONS, a highly successful arts festival
- Developed and launched a new stagecraft training and apprenticeship program
- Reduced operating costs to ensure sustainability of center and maintained the quality and accessibility of all the production spaces
- Developed an organizational structure to operate facility and increase use
- Represented arts center at public meetings, with the press and with local and federal government officials

**Arts Management Consultant and Graphic Designer****1999 – 2003**

- Developed marketing database for The Washington Savoyards – a professional light opera company
- Created and executed marketing plan for The Washington Savoyards
- Designed logos and graphics for local non-profits
- Produced *Princess Ida* and *The Condensed Mikado* for The Washington Savoyards

**Studio Theatre, Washington, DC****2000 – 2001**

The Studio Theatre is Washington DC's leading producer of contemporary theatre. Programming includes a theatre conservatory, a full season on two main stages and 2ndStage productions

**Director of Ticket Operations and Audience Services**

- Supervised all front of house activities with focus on customer service
- Hired, fired and scheduled all full and part-time front of house personnel
- Increased focus on customer service and improved front of house interactions with patrons
- Reduced complaint letters regarding service from an average of five per month to zero
- Introduced new line of products for concession sales related to each production
- Instituted a new inventory system for all products sold through concessions

**Edwards & Edwards/Global Tickets, New York, NY****1991 – 1999**

An international theatre ticket service with offices in New York, London, Toronto and Paris

**Operations Manager**

- Supervised sales and support staff of over thirty
- Brought all monthly mass mailings in house at a significant savings using bulk mail system
- Oversaw transfer to new online ticketing software system connecting Edwards and Edwards as well as GTS affiliate offices
- Represented company and theatre producers at trade shows around the world and across the US

**Education**

New Jersey City University – BFA Music/Theatre Performance – 1984 - 1988

School of Visual Arts – Graphic Design/Illustration major – 1979 - 1981

**Affiliations**

DC Mayors Blue Ribbon Panel for Arts Magnet Middle School – Washington, DC

Board Member – Theater Alliance – Washington, DC

Member and Director – The Complete Theatre Company – New York, NY

Chair of Board – Visit Tri Valley

**Other Arts Related Experience****Directing**

Georgetown Gilbert and Sullivan Society – *HMS Pinafore*, *The Gondoliers*, *The Mikado* and *Cabaret*

The Washington Savoyards – *Iolanthe*, *The Condensed Mikado* (creator and director)

New York Gilbert and Sullivan Players – *Of Thee I Sing* (assistant director) **Professional**

**Acting**

Olney Theatre Center, American Century Theatre, The Washington Savoyards, The In Series, NY Gilbert and Sullivan Players