

Lance Olson

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Summary of Work Experience and Education

- 40 years in not-for-profit management and higher education.
- 30 years in senior leadership.

Skills:

- Building relationships, entrepreneurial and intrapreneurial.
- Writing and delivering compelling stories for ensuring engagement and support.
- Win-win negotiating and closing.
- Project planning, funding and management.
- Leading teams and task forces for attaining measurable outcomes.
- Employing historic properties to invigorate and develop communities.
- Coaxing creative change.

Accomplishments:

- Increased revenues 200% and doubled client base over three years.
- Delivered consistent NOI surpluses, approx. \$1MM over 10 years.
- Directed marketing and led cross-functional teams for new product roll-outs.
- Established standards and team priorities for 250+ event-days annually.
- Restored two historic theatres in downtown Boston.
- Lead not-for-profit trustee boards.
- Organized national conferences.
- Developed and administered \$2.5MM unit budgets.
- Directed teams of 11 full-time staff plus 150 employees and contractors.
- Researched and installed CRM, ticketing, POS, enterprise and workforce management software.

Employment History

Independent Management and Facilities Consultant (1998-present)

Lance Olson + Associates – grant writing, non-profit leadership, and facilities.

<https://LanceOlsonAssociates.com>.

Professional Bayway Management, Inc., St. Petersburg, FL (2018-2020)

Project Manager / Owners' Representative.

Facilities infrastructure revitalization, ~\$23.5mm, at the 1926 Flori de Leon Apartments cooperative in downtown Saint Petersburg, Florida. Board liaison, partnership building, fundraising. Wrote \$250k IRP HPC Grant awarded 6/2019. Construction management.

Spruce Peak Arts Center Foundation, Stowe, VT (9/1/2012-9/3/2017)

Executive Director

Turned around a \$2MM USD 400-seat performing arts center in a rural village of 4,000 that had opened in 2010 but quickly struggled with mission and finding its unique identity. Under my leadership the Foundation:

- Assessed, with consultant guidance, the community capacity for philanthropic and sponsorship support, including building capacity and recapitalization.
- Expanded the board and refocused, from construction to activation and fundraising.
- Defined an appropriate service mission and planned outcomes.
- Rebuilt a sustainable programming portfolio recognizing institutional capacity.
- Partnered with regional peers to present leadership school-time programs, festivals, and mutual fundraising events.
- Lead the creation in 2014 of the Stowe Arts and Culture Council, to coordinate efforts of the local cultural community.
- Re-staffed to create a sustainable institutional structure.

Constellation Center, Boston, MA (6/25/2012-8/31/2012)

External Affairs Director

As a consultant, developed capital campaign strategy and language surrounding construction of a five-venue portfolio of performance spaces in the heart of Cambridge's Kendall Square that will transform authentic performance for the next century and make greater Boston an international leader in cultural expression.

Emerson College, Boston, MA (1993-7/1/2012)

Associate Director, ArtsEmerson: The World On Stage and Theatre Manager, Cutler Majestic Theatre at Emerson College

Reporting to Emerson College senior vice president, developed its “Broadway-style” theatre into the most active in the Historic Theatre District by expanding the client base and increasing partner-client engagement. Represented the theatre and college to funders and potential donors, theatrical agents, public agencies, rental clients, vendors, service organizations and colleagues. Managed External Affairs team of employees and contractors to strengthen the brand and enhance both earnings and investments/contributions. Restored and renovated the historic Majestic and Paramount theatres, and operated them to re-invigorate the neighborhood as a unique destination. Senior member of a 5-person team that founded the \$5MM full-time presenting organization, “ArtsEmerson: The World On Stage.”

Rutgers University, New Brunswick, NJ (1986-1993)

Assistant Dean for Arts Programming, Mason Gross School of the Arts

Expanded professional performances from five to 125 annually by establishing and rolling out “Rutgers SummerFest” brand. Raised investments/contributions of \$1.5 million in seven years to support this effort.

Newark Symphony Hall, Newark, NJ (1985-1986)

Programmer and Marketing Manager

Professional Affiliations:

Member, Grants Collaborative of Tampa Bay.

Trustee / Treasurer of the national service organization League of Historic American Theatres; reversed \$30k annual operating shortfall into a \$250k cash reserve; led planning teams for annual conferences in Los Angeles and Boston.

Past president and board member of Massachusetts Advocates for the Arts, Sciences and Humanities (MAASH.)

Legislative Advocacy Committee of the Association of Performing Arts Presenters.

Steering committee of the Boston Historic Theatres Charrette.

Board member of New York's Improvisational Arts Ensembles, Inc.

Education Advisory Council for the New Jersey Performing Arts Center in Newark.

Member of the International Association of Venue Managers, the League of Historic American Theatres, The National Trust for Historic Preservation and the Boston Preservation Alliance, the Association of Performing Arts Presenters, and the Theatre Historical Society of America.

Associate for feasibility studies, Webb Management Services, NY.

Master of Fine Arts in Performing Arts Administration, Brooklyn College.

B.A., University of Minnesota.