



Nelson A. Rockefeller Empire State Plaza Performing Arts Center ("The Egg")

Executive Director
Albany, New York

DRi Waterstone
HUMAN CAPITAL

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A Venue Like No Other

As iconic as a one-named superstar, The Egg has presented great dancers, musicians, and family-oriented performers in the Capital Region in upstate New York for 45 years. Architecturally unique, visually stunning, the concept for this one-of-a-kind building – according to lore – emerged when Governor Nelson Rockefeller put half a grapefruit on his teacup and told architect Wallace Harrison to ‘build that.’ Twelve years and thousands of miles of rebar later, a star was born.

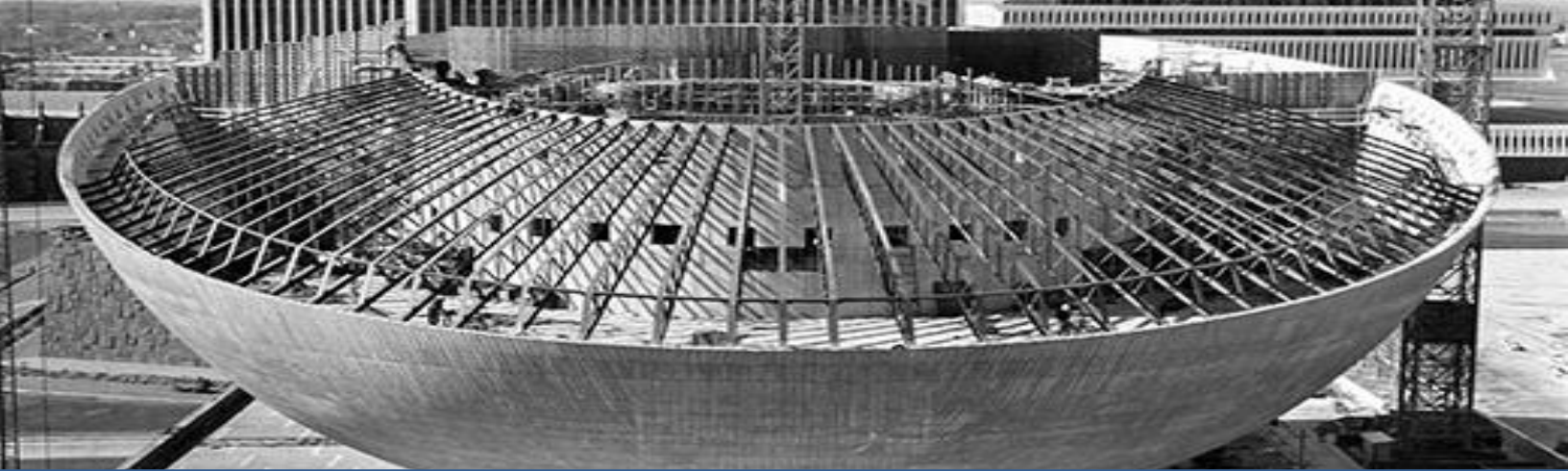
Begun in 1966 and completed in 1978, The Egg looks like a sculpture – a stark contrast to both the rectilinear office buildings and the grand 19th-century New York State Capitol in Albany’s Empire State Plaza. The stem holding The Egg goes six stories deep, and the curved exterior defines the interior. There are virtually no straight lines or square corners inside, creating exceptional beauty and some unusual challenges: the stages are 8 and 9 floors above the loading dock, and four feet from the wall on one floor is not the same spot on the floor above or below.

The Egg houses two wide-fan theatres: the 982-seat Kitty Carlisle Hart Theatre hosts musical theatre, dance, and music concerts; the 450-seat Lewis A. Swyer Theatre hosts chamber music, cabaret, lectures, solo performers, and most educational programs. Wrapping around half of The Egg, the 10,000-square-foot Hart Theatre Lounge is used for seminars, receptions, or corporate events. The lower levels hold classrooms, dance studios, and practice spaces.

The venue is versatile, allowing The Egg to present series in Dance (New York, world), Music (American across genres, international), and Family performances (music, theater), and occasional Theater productions. There is an active Arts-in-Education program presenting to students visiting The Egg, and free summer outdoor performances, the Made in The Shade of The Egg series. In addition to in-house presentations and activities, The Egg hosts other organizations’ events – from comedy shows and dance recitals to corporate meetings and social engagements – helping to expand and diversify its audience.

Over the past two decades, the number of annual presentations and rentals has increased from 60-70 to more than 200, demonstrating the efficiency and dedication of The Egg’s staff. Nonetheless, there is stiff competition within the Capital Region, with more than a dozen performing arts venues for patrons to choose from within a 40-minute drive from the State Capitol.





Structure and Oversight

The corporate structure of The Egg is also uncommon. The Nelson A. Rockefeller Empire State Plaza Performing Arts Center Corporation is a Public Authority of the State of New York and a not-for-profit 501(c)3 organization. The facility is owned by the State and maintained by the Office of General Services (OGS).

As a Public Authority, elected officials appoint the Board of Directors: Governor (9 appointees), President of the Senate (2), Speaker of the Assembly (2), City of Albany (1), Albany County Executive (1), Minority Leader of the Assembly (1), and Commissioner of the Office of General Services (1). The Board meets quarterly, and all board meetings are open to the public and webcast live.

The Egg's staff is hired at will and receives some of the benefits extended to NY State employees. The staff coordinates all activities within the facility, including The Egg's presentations and rentals of the theatres, studio, workshop, and lounge areas to other organizations. There are currently five staff members: the Operations and Production Manager (direct reports: IT Manager and Production Coordinator and the Operations Assistant) and the Business Manager (direct report: Box Office Manager) report to and work closely with the Executive Director. Additional theatre technicians, production, administrative, and box office staff are hired on a per diem basis.

While The Egg has considerable programming and operating autonomy, it is subject to State regulations, reporting requirements, and procurement procedures that can add layers to the already complex world of performing arts presentation. Fortunately, the Business Manager and Operations/Production Manager have 20 years of experience at The Egg, providing the deep knowledge and steady relationships necessary for smooth operations. The level of State funding for The Egg has been stable for a decade.

The Egg's operating budget is approximately \$2,000,000. Major revenue sources include ticket sales (45%), contracted services (35%), New York State support (10%), and private support from corporate sponsorships or foundation grants (10%). Major expenses include performing artist fees and related production costs and event marketing (45%), administrative personnel (40%), and facility and other administrative costs (15%).





The Opportunity

It's The Egg. There is nowhere like it, and this is an extraordinary opportunity to take the reins of a legendary facility with a Board and staff eager for post-pandemic growth. The Board of Directors seeks an ambitious and dynamic Executive Director who will set the vision for The Egg, experiment with ways to draw back traditional audiences post-pandemic while establishing authentic relationships with new communities, working within the unique organizational structure to lead The Egg into its next phase. The position's salary range is \$90,000 to \$100,000.

Like all organizations with small staffs, The Egg's Executive Director will wear many hats. Key areas of day-to-day responsibilities include:

Event Curation and Planning

- ❖ Curate performances commensurate with the organization's mission, including identifying and negotiating contracts for performing artists appropriate to the Center's technical and financial capabilities.
- ❖ With production staff, ensure all event schedules and budgets, including technical requirements, security, merchandise, equipment rental, payment schedules, and any other components necessary for producing quality performances.
- ❖ Act as the primary representative for all presented events, welcoming artists to the facility and remaining on-site to coordinate all facets of the performance from arrival to departure.

Rentals

- ❖ Work with organizations interested in renting the facility for performances, meetings, rehearsals, and other events, including conducting site visits, preparing cost estimates, managing event calendars, preparing contracts, and ensuring rentals run smoothly from start to finish.

Event Marketing

- ❖ Developing, planning, and executing marketing initiatives for events, including maintaining event schedules and other information on the website, creating timely e-mail announcements and updates and generally managing the email campaign schedule, updating and maintaining social media, sending press releases and cultivating interest developing stories on performances, developing printed materials (including performance programs), placing advertising on electronic media and other activities to publicize events and activities.

Fundraising and Development

- ❖ Research, identify, and apply for funding opportunities to support performance events, arts education programs, and other initiatives from public and private foundations, corporate sponsors, and individuals.
- ❖ Identify and secure advertisers for programs and other print materials.



The Opportunity

Board of Directors

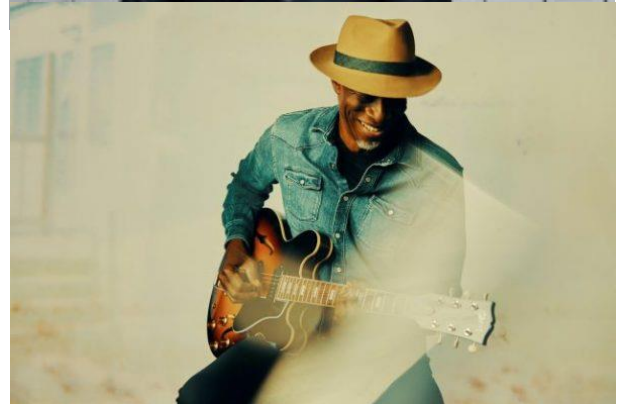
- ❖ Schedule, attend, and participate in meetings of the Board of Directors, including sending meeting notices, recording and sending meeting minutes, and preparing reports and informational documents as directed by the Board Chair and/or Board Committee members.
- ❖ Work with the Finance Committee and Business Manager in developing, implementing, and maintaining an annual budget.

Government Relations

- ❖ Maintain a positive working relationship with the NYS Office of General Services to ensure clear and timely communications and efficient interactions around maintenance and improvement projects.

External Relations

- ❖ Represent The Egg as appropriate in local, regional, statewide, and national meetings.
- ❖ Act as the organization's spokesperson for publicity and other purposes.
- ❖ Administer the activities of the New York State Performing Arts Presenters Network, including the maintenance of its website and coordinating meetings, conferences, and other activities as needed.





The Candidate

The Egg seeks candidates with significant arts leadership experience and a passion for the performing arts. The ideal candidate will have exceptional management skills, a strong commitment to The Egg's mission, and a desire to participate and represent The Egg in the performing arts field. The Executive Director reports to the Board of Directors, whose members are eager to work with an entrepreneurial person to develop the vision for The Egg's next phase. Experience and qualifications of strong candidates include:

Specific qualifications

- ❖ A passion for presenting the performing arts and an ability to track and understand industry trends at the local, regional, and national levels.
- ❖ Extraordinary diplomacy and the ability to build trust and loyalty with multiple stakeholder groups, including Board members; government leaders; artists, managers, and agents; rental organizations; and audience members.
- ❖ Strong non-profit financial literacy, with the ability to lead budget creation, understand forecasting models, and ensure accuracy of tracking and reporting.
- ❖ Analytical skills required to take the calculated risks necessary in presenting performances that meet The Egg's mission while attracting diverse audiences.
- ❖ Successful experience expanding and diversifying audiences through programming, community outreach, and other activities.
- ❖ Experience with modern marketing and fundraising techniques for performing arts organizations, including social media, membership, sponsorship, and grantwriting.
- ❖ Persuasive communication skills, with the authenticity to inspire excitement for The Egg's work across constituents, from board and staff to elected leaders, audiences, and the community.
- ❖ Excellent organizational skills, with the ability to prioritize and manage multiple tasks, produce deliverables on deadline, and maintain movement toward a long-term vision.
- ❖ Strong management skills, with a track record of building positive and productive relationships with team members and supporting their work.
- ❖ A willingness to navigate a flexible work schedule, including evenings and weekends, and often devoting well over 40 hours per week.

Not sure you meet 100% of the qualifications? If you believe that you could excel in this role, we encourage you to apply. We are dedicated to considering an array of candidates with diverse work experiences and backgrounds.



Applications can be submitted at:
<https://waterstonehc.com/driwaterstonehc/position/the-egg-executive-director>

DRiWaterstoneHC is managing the search on behalf of The Egg. All first-round interviews for this position will be via video conference with DRiWaterstoneHC.

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

Equal Employment Opportunity/Affirmative Action

Federal and state law, as well as Empire Center (The Egg) policy provide for equal employment opportunity without regard to race, creed, color, religion, national origin, age, sex, disability, marital status, sexual orientation, or veteran's status.

