

PATRICK A. KELSEY

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Highly accomplished and respected Arts Administrator recognized for developing an entrepreneurial and highly creative approach towards strategy, planning, institutional growth, marketing, fundraising, community relations, and problem solving. Experience includes commercial, non-profit, and educational theatre with skills in both presenting and producing.

- ♦ Administering a \$20 million capital campaign while raising annual contributions of nearly \$750 thousand.
- ♦ Administered five record-breaking annual fundraising benefits.
- ♦ Maintained, unassisted, all financial/payroll records for \$2.3 million organization.
- ♦ Administered the acquisition of New York City real property through raised funds, a bank loan, and government funding.
- ♦ Transitioned full time staff to professional employment services organizations for improved benefits at a reduced cost.
- ♦ Developed and improved good working relationships with Broadway theatre unions in time of transition.
- ♦ Instrumental in helping to grow and streamline theatrical presenting markets from 26 to over 50 during a time of both rapid growth through repeated merger and acquisition.
- ♦ Arranged and coordinated engagements for over one thousand commercial theatre playing weeks in over fifty markets throughout North America with total gross sales exceeding \$500 million.
- ♦ Administered the staging of twenty-three Off-Broadway theatrical productions, a reading series consisting of thirty-three readings, as well as other arts engagement activities.
- ♦ Design and implementation of corporate – wide tools for tracking subscriptions, ticket sales, marketing expenses, and engagement settlements, which were eventually translated to other divisions and was well received by the touring industry.
- ♦ Transitioned from in-house ticketing/fundraising software to low maintenance retail software to expand and improve functionality and reporting while maintaining entire system in-house.

An energetic, collaborative, and team-oriented leader who is focused, diligent, hard working, and committed to personal and professional excellence. A quality-oriented and action-driven leader with comprehensive knowledge of the industry with hands-on experience in all aspects of arts administration with an eye for detail, and the passion, motivation, and vision required to accomplish the mission at hand.

AREAS OF EXPERTISE

- ♦ Accounting Systems and Administration
- ♦ Audience Development
- ♦ Budget Development and Administration
- ♦ Capital Campaign Management
- ♦ Contract Negotiation and Formation
- ♦ Development and Fundraising
- ♦ Emergency Planning & Management
- ♦ Facilities Operation and Maintenance
- ♦ Financial Analysis, Forecasting, and Auditing
- ♦ Grant & Proposal Writing
- ♦ Human Resource and Administration
- ♦ Information Technology & Management
- ♦ Marketing, Public Relations, and Branding
- ♦ Production and Presenting Management
- ♦ Project and Event Management
- ♦ Strategic Planning
- ♦ Systems Development and Implementation
- ♦ Website Design and Maintenance

EDUCATION

Master of Business Administration -- General Management (2005)
NYACK COLLEGE, New York, NY

Master of Fine Arts -- Theatre Management and Producing (1999)
COLUMBIA UNIVERSITY, New York, NY

Bachelor of Science – Entrepreneurship and Small Business Management, Technical Theatre (1994)
BALL STATE UNIVERSITY, Muncie, IN

PROFESSIONAL EXPERIENCE**THE IRISH REPERTORY THEATRE**, New York, NY

2004 – Present

Development Director (2008 – Present)

- ◆ Responsible for all fundraising activities (\$2.3 million operating budget) of the 501(c)(3) organization where contributed unearned operating income is nearly 35%.
- ◆ Fundraising activities include, but are not limited to, government, corporate, foundation, and major donor identification, research, cultivation, and grant/proposal writing or personal solicitation.
- ◆ Supervise one part-time staff member who assists with maintaining a membership of 1,300.
- ◆ Work with Board of Directors to enhance institutional communication, undertake Board-directed initiatives, plan annual fundraising benefits – 2009 was the fifth consecutive record high gross and net income, and other donor cultivation events.
- ◆ Work with the Board of Directors in the completion of a \$20 million (previously \$6 million) capital campaign for debt reduction, renovations, and the establishment of an endowment/cash reserve fund.
- ◆ Alongside the founders, represent and present organization, its missions, goals and objectives to funders and the public to enhance the organizations visibility with cultural and civic organizations, government officials, and community leaders.

Managing Director (2004 – 2008)

- ◆ Responsible for all business affairs (\$2.3 million operating budget) of the 501(c)(3) organization including, but not limited to, accounting and financial analysis, human resources, information technology, production budgeting and leadership, Board relations, union relations, event management, licensing, customer service, rentals, ticketing, marketing and promotion, and facility management.
- ◆ Worked with Board of Directors and consultants in the administration and completion of a \$6 million capital campaign, the purchase of current theatre and office facilities, and four annual fundraising benefits with record high gross and net income.
- ◆ Worked with the founders, and additional full time staff of seven and one part time, to stage five to seven Off-Broadway theatrical productions year-round, representing approximately 360 performances annually, manage a 140-seat and a 55-seat performance venue via AEA, SSDC, USA, and Local 802 Collective Bargaining Agreements, a reading series consisting of nine or more readings annually, as well as other arts engagement activities. Annual attendance is nearly 40,000.

GOLDEN DOOR PRODUCTIONS, New York, NY

2002 – 2007

General Manager

- ◆ Work with an all-volunteer staff on the creation, development, staging of cabaret performances, Off-Off Broadway AEA Showcase Code theatrical productions, and music festivals.
- ◆ Oversee all business affairs of the 501(c)(3) organization (\$40 thousand operating budget).

CAMP BROADWAY, New York, NY

2003 – 2004

General Manager

- ◆ Responsible for all business affairs (\$1.3 million operating budget) including, but not limited to, accounting and financial analysis, investor relations, human resources, information technology, and strategy.
- ◆ Collaborated with senior leadership in business development including, but not limited to, booking of Camp Broadway across the nation six markets, increasing revenue in the currently established lines of business (programs, licensing, merchandising, and publishing), creating new lines of business, and management of individual events and workshops.

CLEAR CHANNEL ENTERTAINMENT*, New York, NY

2001

General Manager

- ◆ Assumed total profit and loss responsibility for all areas of operations of the \$40 million, 1,800-seat Ford Center for Performing Arts (currently named Hilton Theatre), the second largest Broadway commercial theatre in New York City then housing multi-million dollar, Tony Award winning musical *42nd Street*.
- ◆ Supervised staff of over seventy-five and administered all financial/accounting systems, human resources, payroll, box office, concessions, and customer service functions.
- ◆ Oversaw all vendor and union contract negotiations and formations (IATSE Local 1 - Stagehands, Local 306 - Housekeeping & Front of House, Local 751 – Box Office), special events and bookings, and all facilities systems maintenance and building compliance efforts.

SFX THEATRICAL GROUP*, New York, NY

1998 – 2001

Director of Operations

- ◆ Served as operational liaison between senior management, satellite offices, partners, and over fifty First Class and Non-Equity touring productions.
- ◆ Arranged and coordinated engagements, including, but not limited to, box office, marketing, and union labor, for over one thousand commercial theatre playing weeks in over fifty markets throughout North America with total gross sales exceeding \$500 million.
- ◆ Created and implemented company operational engagement policies, procedures and systems to meet management, financial/accounting and compliance requirements.
- ◆ Supervised pricing, budgeting, contracts, and settlements for each presented engagements.

PACE THEATRICAL GROUP*, New York, NY

1996 – 1998

Director of Engagement Relations (1998)

- ◆ Acted as liaison between the company, its partners and individual First Class productions including *Beauty And The Beast*, *Phantom Of the Opera*, *Miss Saigon* and *Show Boat*.
- ◆ Managed pricing, budgeting, settlements, and contracting for each presented engagement.

Assistant Director of Operations (1996 – 1998)

- ◆ Assisted in all areas of daily operations to develop pricing, budgeting, settlements, and non-accounting financial materials for presented First Class and Non-Equity touring productions.

CHARLOTTE WILCOX COMPANY, New York, NY

1995 – 1996

General Management Assistant

- ◆ Performed budgeting, contracting, marketing, and other production activities for national tours of *Grease!* and *Damn Yankees*, Broadway production of *Grease!*, and pre-Broadway production of *Busker Alley*.

HAMMERSTEIN CENTER – COLUMBIA UNIVERSITY, New York, NY

1995 – 1996

Public Relations Director

- ◆ Wrote press releases and public service announcements and created marketing materials.
- ◆ Developed and managed marketing budgets for the Hammerstein Center and individual productions.

BONEAU/BRYAN-BROWN, New York, NY

1995

Press Agent Assistant

- ◆ Assisted multiple Press Agents with numerous tasks such as creation and distribution of press kits, press events, distribution or archiving of news articles, and other tasks required for such Broadway productions as *Beauty and the Beast*, *Hello, Dolly!*, and *Smokey Joe's Café*.

USITT – US EXHIBITION PRAGUE QUADRENNIAL '95H, New York, NY

1995

Assistant to the Chairman

- ◆ Assisted in the collection, cataloging, and the exhibition of performing arts designers, such as Ann Hould Ward, Tony Walton, and Robert Israel.
- ◆ Assisted in logistical arrangements, installation, and maintenance of exhibition in Prague, Czech Republic.

STROTHER THEATRE - BALL STATE UNIVERSITY, Muncie, IN

1991 – 1994

Managing Director

- ◆ Served as box office manager and marketing director for a 100-seat and 50-seat facilities producing an average of ten shows per year.
- ◆ Actively involved in all administrative functions of the student-operated facilities.

SUMMER THEATRE FESTIVAL '93 - BALL STATE UNIVERSITY, Muncie, IN

1993

Management Assistant

- ◆ Participated in all aspects of theatre management including, but not limited to, house management, box office, concessions, and supervision of ushers and house staff.
- ◆ Created all marketing and promotional materials.

*Currently known as Key Brand Entertainment

TEACHING**NYACK COLLEGE**, New York, NY

2005 – 2006

Adjunct Instructor

- ◆ Taught selected topics to undergraduate students in a liberal arts environment.
- ◆ Courses taught: *Business Ethics, Mass Media & Society, Ethics in Mass Communication, Business Policy & Strategic Management.*

CLEAR CHANNEL ENTERTAINMENT - THEATRICAL, New York, NY

1998 – 2001

Lecturer/Trainer

- ◆ As Director of Operations, responsible for traveling to satellite offices throughout North America presenting operational topics, including but not limited to, contracts, production interfacing, settlements, and accounting/auditing. In addition, teaching staff with varying backgrounds on the proper usage of propriety software and other tools.

STROTHER THEATRE - BALL STATE UNIVERSITY, Muncie, IN

1993

Teaching Assistant - Department of Theatre and Dance

- ◆ *Theatre Management.* Responsible for supplementing course materials with relevant materials for class discussion, presenting various theatre management topics, and assisting the Professor, Dr. Mark Hillenbrand, with other duties as required.