

PATRICK A. KELSEY, MBA, MFA

EDUCATION

MASTER OF BUSINESS ADMINISTRATION – General Management 2005
Nyack College, New York, New York

Thesis: *Theft Of Shareholder Wealth: The Fiduciary's Responsibility To Human Capital Investment*

MASTER OF FINE ARTS – Theatre Management and Producing 1999
Columbia University, New York, New York

Thesis: *Beyond The Great White Way: American Commercial Theatre in Mexico and South America*

BACHELOR OF SCIENCE – Entrepreneurship & Business Management, Technical Theatre 1994
Ball State University, Muncie, Indiana

Small Business New Venture Plan Capstone Project: *The Illustre Theatre*

TEACHING AND ACADEMIC EXPERIENCE

SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, Georgia 2011 – Present

Professor of Business (2018 – Present)

- ◆ Instruct *Introduction to Business Design, Principles of Marketing, and Entrepreneurship*. Instruction is on campus and online using the LMS Blackboard.
- ◆ Served as chair for the 2019 faculty council *Educational Technology Blackboard Resources*.
- ◆ Served as chair of the 2020 faculty council *Creative Direction: Reaching and Appealing to Students with Genuine Messaging*.
- ◆ Serving as chair of the 2021 faculty council *SCAD Libraries Supercouncil: Information Literacy Curriculum*.

Professor of Business Design and Arts Leadership (2011 - 2018)

- ◆ Instruct *Introduction to Business Design, Financial Analysis and Reporting, Advanced Financial Management, Business Complexities in Creative Enterprises (Legal Issues in the Arts), Legal Issues in Arts and Entertainment, Principles of Business Design and Arts Leadership, Principles of Marketing, Marketing Arts and Cultural Initiatives, Funding Arts and Cultural Initiatives, Master of Arts Thesis, Master of Arts Final Project, and Master of Arts Internship*. Instruction is in the classroom or online via Blackboard.
- ◆ Serve as graduate student thesis committee chair or committee member, graduate student advising, liaison with local organizations identifying internship, work-study, and other research opportunities, supervise independent elective internships, administrate Departmental Blackboard Community and blog, admission application review, assist with program or course curriculum revisions, and assist with program recruitment and advancement.
- ◆ Served as co-instructor for Collaborative Learning Center's sponsored project for Pyxera's Center for Citizen Diplomacy.
- ◆ Served on Graduate Studies Thesis Award Committee, Graduate Studies Thesis Proposal Award Committee, and
- ◆ Served as chair for the 2016 faculty council *Collaborative Initiatives*.
- ◆ Serve as faculty advisor to the Student Arts Managers (SAM) student club.
- ◆ Authored eLearning courses *Arts Financing and Money Management, Arts Administration M.A. Final Project, and Accounting Competency Workshop*.
- ◆ Edited eLearning courses *Business Complexities in Creative Enterprises (Legal Issues in the Arts), Financial Management, Raising Funds for Non-Profit Arts Organizations, Marketing Arts and Cultural Initiatives, Master of Arts Review for Candidacy*.

NYACK COLLEGE, New York, New York

2005 – 2006

Adjunct Instructor

- ◆ Instructed *Business Ethics, Business Policy and Strategic Management, Ethics in Mass Communication, Mass Media and Society.*

CLEAR CHANNEL ENTERTAINMENT - THEATRICAL, New York, New York

1998 – 2001

York

Lecturer/Trainer

- ◆ Conducted training sessions in satellite offices throughout North America to present operational topics, including, but not limited to, contracts, liaison with productions, settlements, and accounting/auditing procedures; also, instructed staff in the proper usage of propriety software and other operational tools and reports.

BALL STATE UNIVERSITY, Muncie, Indiana

1993

Teaching Assistant - Department of Theatre and Dance

- ◆ Gathered supplemental materials for *Theatre Management* course for instructional use and classroom discussion, presented various theatre management topics, and assisted Professor Dr. Mark Hillenbrand with other duties as required.

PRESENTATIONS, PUBLICATIONS, AND INDUSTRY PARTICIPATION

- ◆ Georgia Council for the Arts – Grant Application Review Panelist (2012-2015, 2020-Present).
- ◆ Commissioner for City of Savannah’s Department of Cultural Affairs (2018-Present).
Commission Chair (2021)
- ◆ Association of Arts Administration Educators 2019 Annual Conference – Moderator: *Teaching Arts Administration with the Case Method.* (Panelists: Dr. Ursula M. Kuhar, Indiana University; Travis Newton, Le Moyne College; Joan Channick, Yale School of Drama.)
- ◆ Association of Arts Administration Educators 2019 Annual Conference – Panelist *Online Arts Administration Course Design for Active Student Engagement.* (Co-Panelists: Dr. Jean Brody, Drexel University; Jeffrey Taylor, Western State Colorado University; Dee Boyle-Clapp, University of Massachusetts Amherst.)
- ◆ Savannah College of Art and Design 2018 – Facilitator *Creative Entrepreneurship in the Creative Empire* (Panelists: Carl Biathrow, Business Development Coordinator, Office of Business Opportunity for the City of Savannah; Valerie McElveen, Area Director, Small Business Development Center; Sheree Darien, Small Business Assistance Corporation; Michael Siegel, Mentor and Chapter Chair for Savannah SCORE, and Ray Crowell, Director of Venture Creation, SCAD+).
- ◆ Online Learning Consortium and Open SUNY Instructional Designer Certificate (2018)
- ◆ Online Learning Consortium Mastery Series for Leadership in Online Learning Mastery Series (2018)
- ◆ Ivey Business School’s Workshop on Case Teaching and Workshop on Case Writing (2018)
- ◆ Association of Arts Administration Educators 2018 Annual Conference – Panelist *"Soft Skills" Require "Hard Development."* (Co-Panelists: Dr. Amanda Nelson, Virginia Tech University; Dr. Rachel Shane, University of Kentucky; Dr. Armen Shaomian (University of South Carolina.)
- ◆ Association of Arts Administration Educators 2018 Annual Conference – Moderator *Building Communities and Creating Change by Teaching Good Governance in the Arts.* (Panelists: Sherri Helwig, University of Toronto Scarborough; Brenda Lee Johnston, Butler University; Roland Kushner, Muhlenberg College.)
- ◆ Association of Arts Administration Educators 2017 Annual Conference – Panelist *Ugh! A Group Project!* (Co-Panelists: Kevin Maifield, Seattle University; Dr. Rachel Shane, University of Kentucky; T. Anne Frost, Humber Institute of Technology and Advanced Learning.)
- ◆ SouthArts – Grant Application Review Panelist (2016).
- ◆ GuideStar User Advisory Panelist (2013-2016).

- ◆ Savannah College of Art and Design 2016 – Moderator *Behind the Scenes at the SCAD Museum of Art* (Panelist: Ali Tinsdale, Museum Coordinator; Ben Tollefson, Assistant Curator of SCAD exhibitions; Jessie Ward, Collections Manager; Amanda York, Assistant Curator; and Emily O'Connor, Art Preparator.)
- ◆ Association of Arts Administration Educators 2016 Annual Conference – Lead Panelist *Preparing for Innovation: What's In Your Toolkit?* (Co-Panelists: Dee Boyle-Clapp, Arts Extension Service; Cathy Hernandez, Drexel University; De Carla Applewhaite, University of the West Indies; and Todd Dellinger, Rider University.)
- ◆ Association of Arts Administration Educators 2015 Annual Conference – Panelist *Awareness and Evolution: New Practices Surrounding the Graduate School Experience and Self-Reflection* (Co-Panelists: Michelle Franzetti, University of Kentucky; Dr. Jean Brody, Drexel University; Dr. Rachel Shane, University of Kentucky.)
- ◆ *Main Street Cultural Arts Center – A Technology Decision / A Teaching Case Study In Capital Equipment Purchasing Decision Making*, The Case Centre, 2015.
- ◆ Manuscript Review: Shane, Rachel, *A participant-oriented evaluative case study of the Wolf Trap Foundation for the Performing Arts Internship Program*, Journal of Arts Management, Law and Society, 2015.
- ◆ Manuscript Review: Worth, Michael J. *Fundraising Principles and Practice*, Sage Publications, 2015.
- ◆ Association of Arts Administration Educators 2014 Annual Conference - Lead Panelist *Case Studies, Technology, and Pedagogy, Oh My!* (Co-Panelists: Larry Epstein, Drexel University; Dr. Ursula Kuhar, Sweet Briar College; Dr. Amanda Nelson, Virginia Tech University; Dr. Lidia Varbanova, McGill University.)
- ◆ Association of Arts Administration Educators 2014 Annual Conference - Panelist *Online Pedagogy: Online Teaching Tools and Strategies* (Co-Panelists: Dee Boyle-Clapp, Arts Extension Service; Dr. Jean Brody, Drexel University; Robert Wildman, Long Island University.)
- ◆ Association of Arts Administration Educators 2011 Annual Conference - Panelist *Serving From The Ivory Tower: Redirecting The Conversation* (Co-Panelists: Dr. Antonio Culyer, Barbara Hauptman, Purchase College.)
- ◆ Alliance of Resident Theatres/New York – The Nancy Quinn Fund, Grant Application Review Panelist (2008).

ACADEMIC AWARDS, HONORS, AND RECOGNITION

Nyack College: Dean's MBA Scholarship Award, MBA Graduate Scholarship; **Columbia University:** Shubert Presidential Scholarship, Hammerstein Center Departmental Research Assistantship; **Ball State University:** Ernst & Young Outstanding New Venture Plan - *The Illustre Theatre*, Kennedy Center/American College Theatre Festival Meritous Scene Design Award - *The Fourth Chair*, Departmental Scene Design Award - *The Loves of Cass McGuire*, Upperclassman Theatre Scholarships, William Givens/First Merchants Bank Scholarship, Department of Theatre and Dance Performance Scholarship, George Vanlandingham/Junto Club Scholarship.

COURSES TAUGHT

Undergraduate Level: *Introduction to Business Design, Entrepreneurship, Business Ethics, Business Policy and Strategic Management, Ethics in Mass Communication, Principles of Marketing, Legal Issues in Arts and Entertainment, and Mass Media and Society;* **Graduate Level:** *Financial Analysis and Reporting, Advanced Financial Management, Business Complexities in Creative Enterprises (Legal Issues in the Arts), Marketing Arts and Cultural Initiatives, Funding Arts and Cultural Initiatives, Master of Arts Thesis, Master of Arts Final Project, and Master of Arts Internship.*

AREAS OF PROFESSIONAL EXPERTISE

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

PROFESSIONAL EXPERIENCE

GEORGIANS FOR THE ARTS, Savannah, Georgia 2019 – Present
President & CEO

- ◆ Work with an all-volunteer staff to serve the 501c4.
- ◆ Responsible for providing vision, leadership, and resources that ensure the growth, prosperity, and sustainability of arts and culture in Georgia.
- ◆ Responsible for advancing its mission through year-round arts and culture advocacy activities, programs for artists, networking opportunities for artists, arts educators, local arts organizations, and business leaders.

ARTS AND CULTURE ALLIANCE OF CHATHAM COUNTY, Savannah, Georgia 2016 – Present
Executive Director

- ◆ Work with an all-volunteer staff to further the mission and to work towards its vision.
- ◆ Responsible for promoting and advancing the arts and culture industry in Chatham County, advocating for pro-arts and culture public policy change, and serving as a platform to provide the industry a voice for the betterment of economic impact, job growth, quality of life, education, and overall community creativity.
- ◆ Responsible for working towards a vision of providing a diverse, vibrant, prosperous, and sustainable arts and culture industry in Chatham County.

THE IRISH REPERTORY THEATRE, New York, New York 2004 – 2010
Development Director (2008 – 2010)

- ◆ Administered all fundraising activities (\$2.3 million budget) of the 501(c)(3) exempt organization, which included, but were not limited to, government, corporate, foundation, and major donor identification, research, cultivation, and grant/proposal writing or personal solicitation. Contributed income was nearly 35%.
- ◆ Collaborated with the Board of Directors (20-22 members) to enhance institutional communication and advancement, implemented Board-directed initiatives, and planned six record-breaking annual fundraising benefits as well as other donor cultivation events.
- ◆ Collaborated with the Board of Directors to advance a \$20 million capital campaign for real property acquisition, renovations and construction, and the establishment of an endowment and other funds for long-term fiscal stability.
- ◆ Worked alongside the founders to represent and present the organization, its mission, goals, and objectives to funders, government officials, community leaders, and the general public.

Managing Director (2004 – 2008)

- ◆ Administered all business affairs (\$2.3 million budget) of the 501(c)(3) exempt organization including, but not limited to, accounting and financial analysis, human resources, information technology, production, budgeting, leadership, Board relations, union relations, event management, licensing, customer service, rentals, ticketing, marketing and promotion, and facility management.
- ◆ Administered the acquisition of New York City real property through raised funds, a bank loan, and government funding.
- ◆ Collaborated with the Board of Directors and consultants in the advancement of a \$20 million capital campaign and planning annual fundraising benefits.
- ◆ Collaborated with the founders, and a full-time staff of eight and one part-time, to stage twenty-three Off-Broadway theatrical productions, representing an average of 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 thirty-three readings, and other arts engagement activities. Annual attendance was nearly 40,000.
- ◆ Implemented and managed conversion from in-house ticketing/fundraising software to low maintenance retail software to expand and improve functionality and reporting all the while maintaining the entire system in-house with minimal external assistance.
- ◆ Handled all daily financial/payroll and reporting functions for the organization.
- ◆ Administered and managed the organization's transition to a Professional Employment Organization for improved and expanded employee benefits while reducing overall payroll expenses.

MANHATTAN ARTIST REPRESENTATIVES, New York, New York

2007 – 2010

Managing Director, General Partner

- ◆ Established the organization and administered all business affairs of the Limited Liability Company.
- ◆ Collaborated with partners to represent and manage new and emerging classical singing talents.

GOLDEN DOOR PRODUCTIONS, New York, New York

2002 – 2007

General Manager

- ◆ Administered all business affairs of the 501(c)(3) exempt organization.
- ◆ Collaborated with an all-volunteer staff in the creation, development, staging of cabaret performances, Off-Off-Broadway AEA Showcase Code theatrical productions, and music festivals.

CAMP BROADWAY, New York, New York

2003 – 2004

General Manager

- ◆ Administered all business affairs (\$1.3 million budget) of the Limited Liability Company, including, but not limited to, accounting and financial analysis, investor communications, human resources, and information technology.
- ◆ Collaborated in business development, including, but not limited to, booking of products across the nation, increasing revenue in the 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, New York

2001

General Manager

- ◆ Assumed total profit and loss responsibility for the \$40 million, 1,800-seat Ford Center for Performing Arts (currently known as The Lyric Theatre), the second-largest Broadway theatre then housing multi-million dollar, Tony Award-winning musical *42nd Street*.
- ◆ Supervised staff of over seventy-five and administered all financial and accounting systems, human resources, payroll, box office, concessions, and customer service functions.
- ◆ Administered all vendor and union contract negotiations and relations (IATSE Local 1 - Stagehands, Local 306 - Housekeeping & Front of House, Local 751 – Box Office), special events and bookings, and all facility systems maintenance and building compliance efforts.
- ◆ Improved working relationship with Broadway theatre unions during a time of transition.

SFX THEATRICAL GROUP*, New York, New York 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.
- ◆ Administered theatrical 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 engagement.
- ◆ Authored and implemented corporate-wide tools for tracking ticket sales, marketing expenses, and engagement settlements, which were eventually translated to other corporate divisions and well received by the touring industry.
- ◆ Collaborated in growing and streamlining theatrical presenting markets from 26 to over 50 during a time of rapid growth through multiple mergers and acquisitions.

PACE THEATRICAL GROUP*, New York, New York 1996 – 1998

Director of Engagement Relations (1998)

- ◆ Served as engagement 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*.
- ◆ Supervised all 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, NEW YORK 1995 – 1996

General Management Assistant

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

COLUMBIA UNIVERSITY, New York, New York 1995 – 1996

Public Relations Director, Hammerstein Center

- ◆ Authored 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, New York 1995

Press Agent Assistant

- ◆ Assisted multiple Press Agents with numerous tasks such as creating and distributing 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*.

UNITED STATES INSTITUTE FOR THEATRE TECHNOLOGY, New York, New York 1995

Assistant to the Chairman, US Exhibition - Prague Quadrennial

- ◆ Assisted in collecting, cataloging, and exhibiting of performing arts designers Ann Hould-Ward, William Ivey Long, Gabriel Berry, Tony Walton, George Tsypin, and Robert Israel.
- ◆ Assisted in logistical arrangements, installation, and maintenance of a one-month long exhibition in Prague, Czech Republic.

BALL STATE UNIVERSITY, Muncie, Indiana

1991 – 1994

Managing Director, Strother Theatre

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

BALL STATE UNIVERSITY, Muncie, Indiana

1993

Management Assistant, Summer Theatre Festival

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

BEEF AND BOARDS DINNER THEATRE, Indianapolis, Indiana

1988, 1989 – 1990

Production Crew

- ◆ Served as a carpenter, scenic painter, and production crew, for numerous AEA productions.
- ◆ Served as audio coordinator and hospitality for independently presented musical events.

**Currently known as Key Brand Entertainment/Broadway Across America*

PROFESSIONAL DEVELOPMENT

Online Learning Consortium: *Instructional Design Certificate*; **Ivey Business School:** *Case Study Method & Writing Workshop*; **Arts & Business Council Of New York:** *National Arts Marketing Project Certificate*; **Commercial Theatre Institute** (14-week program); **The Foundation Center:** *Introduction to Corporate Giving, Introduction to Fundraising Planning, Grant Seeking Basics, Proposal Writing, Budgeting Basics*; **Non-Profit Coordinating Committee:** *Non-Profit Governance*; **FEMA - National Emergency Training Center:** *Emergency Program Manager, Emergency Preparedness (USA), The Professional in Emergency Management, Introduction to Mitigation, Anticipating Hazardous Weather & Community Risk, Developing and Managing Volunteers*; **National Fire Academy:** *Emergency Response to Terrorism*; **American Management Association:** *Improving the Managerial Skills of the New or Prospective Manager*; **Mediabistro:** *Digital Marketing Boot Camp*; **Coursera:** *New Venture Finance – Startup Funding for Entrepreneurs, Design Thinking for Innovation, Foundations of Business Strategy*.

PROFESSIONAL AFFILIATIONS

Americans for the Arts (Arts Action Fund and State Arts Action Network Council), ArtsGeorgia, Association of Arts Administration Educators, National Assembly of State Arts Agencies, and Online Learning Consortium.