



## CHIEF CAMPAIGN OFFICER



### ABOUT PERFORMING ARTS CENTER EASTSIDE

Over the centuries, as audiences and artists have changed, the public structures that house and present live performance have evolved to keep up with changing technologies and cultural needs. Outside the United States, the live performance world is already experimenting with the incredible next generation of technology. Virtual and Extended Reality (XR) have been included in performance events by established institutions such as the Royal Shakespeare Company and the National Theatre in London. New technology in digital and extended reality, or XR, is the next generation of artistic expression that will merge the physical and virtual worlds to create an entirely immersive experience for audiences. Located in Bellevue, Washington, the Performing Arts Center Eastside (PACE) aspires to be founded on this next generation of immersive technology.

As a nonprofit organization, PACE's mission is to transform lives and enrich the community by presenting artistic, cultural, educational, and entertainment experiences of the highest caliber to all. Nearly 18 years ago, area residents had a vision to build a conventional multi-purpose performing arts center located in downtown Bellevue, the retail and entertainment hub of the communities located to the east of Seattle, which attracts visitors from as far away as Vancouver, BC and the Tacoma/Olympia area to the south on a daily basis. Thus, Performing Arts Center Eastside was founded, and a campaign for a new building launched.

Stretching from the shores of Lake Washington to the foothills of the Cascade Mountain range and connected to downtown Seattle by two bridges across Lake Washington, the "Eastside" is a collection of distinct communities with a collective population of nearly 750,000, and includes Redmond (the home

#### Key Facts

- **\$3M annual budget**  
*expected to grow substantially as PACE approaches opening*
- **8 total staff**  
*expanding to at least 14 by late 2019*
- **4 current campaign/advancement staff**
- **\$123M raised for campaign**

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of Microsoft), Medina (the home of many wealthy CEOs like Bill Gates and Jeff Bezos), and Woodinville (the home of the Washington State wine tourism industry). The Eastside has seen explosive growth in the last 10 years owing substantially to the influx of highly-educated international technology workers attracted to the area by the dominant local tech industry, and has become a culturally and ethnically diverse area where multi-generational families live next door to recent immigrants to the United States. The Eastside is also known for the high-net-worth individuals and households in the area, with several of the world's wealthiest individuals and over 25,000 millionaire households living within a small radius of the new building's construction site.

In summer 2018, PACE's Board of Directors unanimously voted to bring on Ray Cullom, an internationally known leader in the development of new performing arts spaces and organizations, to lead PACE as their new Chief Executive Officer. His initial charge has been to test and challenge every assumption and established organizational practice, including the vision and design for the building and the overall structure of the entire organization (staff, board, campaign). After an intense period of research, data collection, analysis, and a thorough community assessment, PACE is moving its "re-booted" Capital Campaign forward with a number of ambitious new initiatives. Chief among these is a commitment to build a cultural center for the community that reflects the unique energy, entrepreneurial spirit, and drive for innovation that now characterizes the diverse and forward-thinking Eastside. Rather than build a conventional 20th century multi-purpose arts venue as originally planned, PACE will develop and build the first true "cultural hub" of the 21st century's immersive "Experience Age" – an innovative venue that will incorporate XR and other immersive technologies to enhance the live performance experience. Taking maximum advantage of its location best-known for cutting-edge innovation, entrepreneurial-thinking, and a perpetually active downtown core, PACE will be the world's first purpose-built performing arts venue for the next generations of performing artists and performing arts audiences.

PACE's completed facility will have the flexibility to accommodate performances ranging from traditional opera, ballet, and symphony orchestra, to newer and yet-to-be-discovered forms of immersive artistic expression. PACE's programming will demonstrate and embody the unique energy, innovative spirit, and cultural diversity of the Eastside and the Pacific Northwest. With this renewed vision, proven leadership, and with the energetic cooperation of the surrounding technology community, PACE will develop and build an entirely new kind of XR-enabled performance space with the ability to offer new experiences for audiences and participants each time they enter the space.



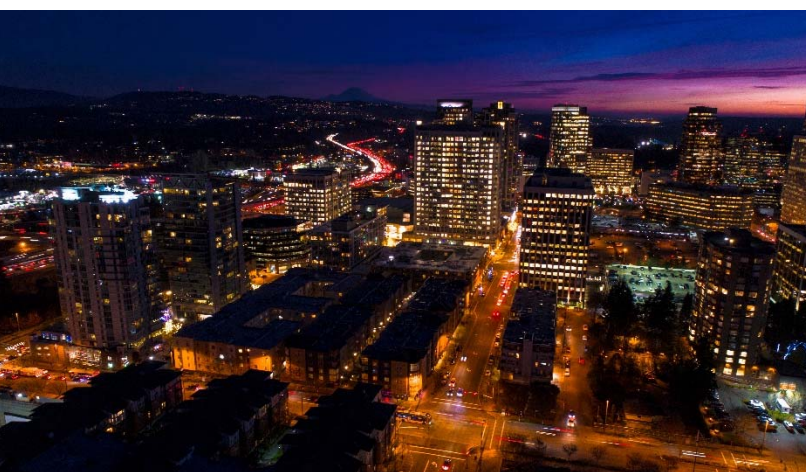
This new “cultural hub” will be located on the corner of 106th Avenue and NE 10th Street in downtown Bellevue on land donated to PACE for this purpose. The new center will be within walking distance of multiple museums, major retail destinations, hotels, residential neighborhoods, and the future light-rail system connecting Bellevue to Seattle and the larger region in 2022. The building and associated space will be a lively center, open day and night. Anchored by a flexible 2000-seat performance hall embedded with the latest technology, the center will invite downtown workers in for lunchtime pop-up concerts, be a place to meet friends in a vibrant, creative atmosphere, and feature a dedicated arts & technology MakerSpace that will serve as an incubator for artists, teachers, and performers to work “hands-on” with the latest technological advancements in the arts world.

To date, PACE has raised \$123 million for the construction of the building. The reimagined state-of-the-art building plan, along with a proposed endowment of at least \$10 million, brings this new comprehensive capital campaign closer to \$275 million, with an additional \$150+ million left to raise. A substantial percentage of PACE’s Board of Directors and primary institutional stakeholders are drawn from the Eastside’s growing international community. Supporters of the project to date include Microsoft, Valve, The Paul G. Allen Family Foundation, the Bill & Melinda Gates Foundation, The Kemper Development Company, the City of Bellevue, and Washington State. PACE will be a welcome and pivotal addition to the region’s cultural landscape. Through innovative, technology-enhanced, local, national, and internationally-sourced programming, PACE will provide fresh audience experiences to inspire, enlighten, and entertain all.



## THE POSITION

The Chief Campaign Officer provides overall leadership and strategic direction for PACE’s comprehensive campaign. This position reports directly to the Chief Executive Officer and serves as an essential member of PACE’s growing team of professionals. The Chief Campaign Officer is responsible for managing the processes, metrics, and strategic relationships that lead to campaign success. The Chief Campaign Officer will develop and implement a campaign operating plan that includes donor engagement, volunteer recruitment, case statements, and cultivation and solicitation strategies to secure leadership and major gifts. The Chief Campaign Officer leads and manages a three-member campaign team with an expectation to grow the team with additional members.



## RESPONSIBILITIES

The Chief Campaign Officer will have the following responsibilities:

- Lead, manage, develop, and mentor the campaign team in a manner that ensures a comprehensive and integrated fundraising program.
- Lead, manage, and coordinate the campaign infrastructure of the PACE Board of Directors and associated Capital Campaign Committee divisions (currently: Major Gifts, Community/Guild, Technology, Business, E-Sports, and E.D.I.).
- Work closely with the Chief Executive Officer to plan, implement, and complete PACE's new comprehensive campaign with a mix of capital and endowment funding.
- Play the primary leadership role in the cultivation of major gift donors, including managing a portfolio of 50 high-level major donors through the relationship management cycle.
- Identify and implement key metrics to measure major and leadership-level campaign gifts.
- Manage campaign stewardship and ensure that all campaign prospects are appropriately stewarded in order to increase retention and the potential for higher levels of giving.
- Manage the team's budget for cost-effectiveness and strong return on investment.
- Develop and oversee organization-wide policies and procedures regarding gifts, naming opportunities, and campaign practices.
- Manage internal communications strategies to keep the Board, donor, volunteers, and stakeholders informed of campaign progress and status; develop plans to engage and involve wider levels of business and community leaders in the comprehensive campaign.
- Oversee communication pieces which describe the campaign priorities and the case for support.

## MAJOR OBJECTIVES

Within the first 12 months, the Chief Campaign Officer will achieve the following major objectives:

- Develop and implement an integrated, comprehensive campaign strategy with defined targets and metrics that ensures the successful closing of the historic comprehensive campaign.
- Build strong, meaningful relationships with PACE's prominent and well-connected Board, and help create a structure for their successful engagement in supporting campaign priorities.
- Develop and refine the case for support for sophisticated, high-net worth funders, including a plan to cultivate philanthropically-inclined leaders in the tech industry.
- Establish strong relationships within the community with strategic organizations, foundations, business and corporate leaders, and relevant high net worth individuals.
- Coordinate with PACE's community engagement programs (education initiative and programmed events) to highlight the organization's value to the Eastside communities, and create a stronger case for support of the campaign.
- Commence active solicitation of new pledges/funding, and re-engage with existing funders for renewed and/or larger participation in the rebooted campaign.





## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A passionate, enthusiastic commitment to the mission of the Performing Arts Center Eastside.
- A minimum of seven years of senior-level experience managing successful fundraising teams.
- Proven drive and achievement in the solicitation of six- or seven-figure gifts.
- Experience with planning and executing major multi-year campaigns of at least \$50 million.
- Strong project management experience and demonstrated ability to lead and accelerate groups and projects toward stated goals.
- A proven ability to hire, supervise, motivate, and retain a fundraising team that strives to achieve and exceed goals.
- An inspirational and energetic leader with a keen sense of internal and external relationship building.
- Proven success in working closely with committed and engaged board members and volunteers.
- Ability to develop and maintain effective working relationships with a diverse spectrum of people, including board members, volunteers, institutional funders, business and community leaders, and prospects in a complex variety of cultural settings.
- Strong command of advancement technology and donor database management.
- Exceptional written and verbal communication skills with strong interpersonal, active-listening, and relationship-building competencies.
- Flexibility, and the ability to take initiative and adapt to a large range of social and corporate environments.
- Ability to travel as necessary and attend activities as needed, including evenings and weekends.



## APPLICATION

PACE has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant; and Joey Scheiber, Associate Consultant. PACE offers a highly generous compensation and benefits package. To be considered for this opportunity, please send a letter of interest and resume to:

### JOEY SCHEIBER

Associate Consultant, Executive Search  
[joey.scheiber@campbellcompany.com](mailto:joey.scheiber@campbellcompany.com)  
(312) 896-8897 direct



1 East Wacker Drive, Suite 2100  
Chicago, IL 60601