

## **POSITION SPECIFICATION**

**POSITION TITLE:** Executive Director / Chief Executive Officer

**REPORTING TO:** Board of Directors

**LOCATION:** Los Angeles, California

**THE ORGANIZATION:** *Civic Park, Inc.*  
[www.grandavenuecommittee.org](http://www.grandavenuecommittee.org)

## **BACKGROUND**

A newly revitalized 12-acre Civic Park is about to be constructed on Bunker Hill in downtown Los Angeles. This phase of the Grand Avenue Project, which will include up to 3.6 million square feet of development over four parcels of land as well as the 12-acre Civic Park, will be managed by a new nonprofit organization tentatively called Civic Park, Inc., currently being formed.

The redesign of the County Mall into a revitalized Civic Park offers a unique vision for a vital and accessible green oasis for the people of Los Angeles. This vision proposes to reinvent and rebuild an underutilized civic asset into a sustainable and well-managed collection of spaces that will enliven the heart of the city. By connecting L.A.'s world class cultural facilities and civic institutions – the Music Center to City Hall – it invites the diverse communities of Los Angeles into the heart of downtown. It creates the public gathering place that defines the heart of a great city.

The Park stretches four blocks through an area of downtown Los Angeles that has undergone significant recent changes. The Frank Gehry-designed Walt Disney Concert Hall and the Raphael Moneo-designed Cathedral of Our Lady of the Angels have both become architectural symbols of the City and attract tens of thousands of visitors annually. The expansion and attraction of this district will continue to increase as the ambitious Grand Avenue Project proceeds, downtown residential growth continues, and other attractions such as the LA Live entertainment complex and LA Plaza de Cultura y Artes continue to expand.

The new Park will remake an often overlooked public space into a community gathering place. Its development represents an opportunity to build a place where people can relax, play, exchange ideas, celebrate, discover, and learn. It will become a forum for Los Angeles' leaders to meet and address the community, for citizens to share in a rich and varied civic and cultural life, and will become the backdrop for memorable events for the entire city. The Park's flexible design provides for the many facets of urban life, from passive to programmed, personal to public.

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The Park is to be developed on the site of the existing Los Angeles County Mall, including the Court of Flags and surface parking lot adjacent to City Hall. The Park site is bordered by Grand Avenue to the west, Spring Street to the east, Temple Street to the north and First Street to the south. The design of the new park is underway and will be complete in the first quarter of 2010. Construction will begin in the second quarter of 2010.

**THE OPPORTUNITY**

The Grand Avenue Committee, which initiated the Grand Avenue Project, is seeking an Executive Director/Chief Executive Officer to manage and operate the Park. This is a new position. The Executive Director/Chief Executive Officer will report to the Board of Directors of a new non-profit (tentatively called Civic Park, Inc.) which is currently being formed.

The CEO will be the leader and visionary of the park organization. S/he will be responsible for selection, curation, and coordination of all artistic, cultural and community events for LA Civic Park. The CEO will be responsible for the current and future financial viability of the organization as well as ensure the condition and safety of the park property and the effectiveness of all operations.

The CEO will promote the use of the Park to the larger art, tourism and civic communities in Los Angeles and the surrounding region and maintain a positive public image of the Park in the national and international public sphere.

**SCOPE AND RESPONSIBILITIES**

***The CEO's key responsibilities include the following:***

**EXECUTIVE**

- Cultivating relationships with colleagues at major LA (City and County-based) arts, tourism and civic organizations in order to continue establishing cornerstone annual events for the LA Grand Civic Park.
- Responsible for capital development.
- Assist in planning and directing capital campaign (i.e. fundraising ideas and strategies) with chair of the Park's board of directors.
- Establish and manage an endowment dedicated to park maintenance and/or development.

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- Analyzing and incorporating beneficial trends in the field of outdoor festivals.
- Create revenue opportunities to help fund Park operations and assist to promote businesses in the area, profit and non-profit, in coordination with Park's operating entity (Civic Park, Inc. or similar-named/charged organization).
- Developing the Park Program Reserve Fund (Distinct from a Capital Campaign, parallel to an endowment fund).
- Maintain a visible profile in art and civic organizations locally, regionally (Western Arts Alliance) and nationally (Association of Performing Arts Presenters; National Recreation and Park Association).
- Cultivating relationships with local, national and international art and civic philanthropy funders and foundations.
- Maximizing opportunities for Civic Park visibility through invitational international cultural events and festivals.
- Ensure all operations are to be planned and executed so as to maximize the public enjoyment of the Park and minimize any disruption or inconvenience to the anticipated heavy public use of the site.

**OPERATIONAL**

- Responsible for the condition and safety of all property and the effectiveness of all operations. Observe overall conditions with regular site walks.
- Responsible for the interpretation and enforcement of the Rules and Regulations established by Los Angeles County/City of Los Angeles as related to the management of Civic Park.
- Meet all licensing and legal requirements in connection with the operation of the Park.
- Read highlights of security reports, all incident and condition reports, and take appropriate action.
- Establish and maintain relationships with corporate and non-profit renters of Civic Park facilities and environs.
- Oversee staff training program, e.g. First Aid, Safety, and Customer Service.

**FINANCIAL/ADMINISTRATIVE**

- Responsible for the current and future financial viability of the organization.
- Monitor all finances, including management of all bank accounts.
- Create monthly Financial Report and Park Narrative.
- Prepare an annual budget for review and approval.
- Ensure the compliance of all legal and tax reporting requirements.
- Attend to all legal responsibilities entailed in operations of the Park.
- Review contract compliance, success of operations, staffing and scheduling. Problem-solve, determine and implement solutions and improvements.
- Establishing and maintaining Park Advisory and Artistic Advisory Committees made up of representatives from the various art and performance institutes impacting and impacted by the Park as well as the community at large.
- Negotiate and maintain health and organizational insurance for the employees and the Park's administrative entity.
- Assure compliance with all local, state and federal codes and regulations pertaining to the operations of park contracts and provisions of service, including those pertaining to workplace safety and toxic chemicals.
- Hire and maintain any accounting and legal consultants, as needed.
- Oversee ongoing events and logistical calendar.
- Oversee grant writing with designated consultants.
- Work with Facility Supervisor on monitoring Security, Janitorial, Landscaping, and Maintenance Engineer.
- Develop Park programs focused on protecting subsurface and other infrastructure improvements (in conjunction with facility manager).

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- Coordinate closely with affected user(s) any Park activity with might impact any adjacent user and will make every reasonable effort to minimize the negative impact on the Park by any adjacent user.

**MEETINGS**

- Prepare Agenda and run weekly staff meeting.
- Inform staff of operational and policy developments.
- Review problems, concerns and suggestions from the prior week. Ascertain each staff member's progress on work at hand.
- Discuss upcoming weekly events and their impact on on-going operations. Set overall priorities for the coming week and discuss individual priorities. Allow time for individual Agenda items.
- Attend community meetings.
- Attend Board Meetings and report activities to the Board. Update the Board with financial data and projections on a monthly basis.

**EVENTS/PROGRAMMING**

- Work with Event Coordinator on tracking and permitting events.
- Ensure events are in conformance with rules, regulations and policies.
- Oversee processing and sign all pertinent paperwork including, Space Use Applications, License Agreements, Photography Permits, Event Notifications, Parking Passes and Certificate of Insurance.
- Attending work of local, national and international artists and festivals for idea flow and feedback.
- Responsible for selection, curation and coordination all artistic, cultural and community events for Civic Park Free Program.
- The Executive Director is responsible for overseeing all aspects of Civic Park (Free) Program production. Generate all contractual arrangements and financial commitments for each Free Program Event such as, Artist Fees, Production Costs, Equipment and Instrument Rentals.

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- Soliciting and creating festivals and special events.
- Issue permits for activities in the Park pursuant to Agency or Park Authority policies, including collection of fees and evidence of insurance.

**QUALIFICATIONS:**

The Executive Director will be a seasoned park manager with experience in start-ups and launching of new projects. This experience will be demonstrated through years of progressively significant positions and relevant professional and educational credentials. Candidates must have an understanding of the LA Grand Civic Park's mission, history, structure, diverse constituency, funding base and potential, as well as be able to articulate a Civic Park philosophy that provides the guiding context for the programming.

The Executive Director will build and lead a staff of talented professionals, and therefore must have the ability to inspire a highly motivated, energetic and dedicated team. The individual must also possess the confidence, innate intelligence and personal presentation skills to work with and support the activities of a very engaged Board of Directors composed of leading government officials, corporate executives and philanthropists.

The ideal candidate will have an understanding of Los Angeles and its social, economic, political and cultural infrastructures. S/he will be an avid consumer of the arts and be aware of local, state and national issues and trends in the fields of parks and recreation and culture and the arts. S/he will be service-oriented and driven by constantly improving quality, reducing costs, and developing people and systems to enhance customer service. The ideal candidate will be an excellent tactician, but also must possess strong strategic planning and implementation skills.

***Specific skills and experiences include:***

- Proven history of managing event-oriented urban parks which stage a wide range of events, from community festivals to political events to film festivals, to corporate product launches and the like.
- Significant and proven leadership skills developed through at least ten (10) years in senior management positions.
- Exceptional planning skills and successful experience in long-term strategic and business planning.

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- Demonstrated experience in guiding and supporting successful fundraising campaigns.
- Demonstrated experience in capital project financial planning.
- Excellent organizational development, interpersonal, marketing, communication, administration and personnel management skills.
- Understanding of not-for profits.
- The ability to foster a healthy organizational culture to encourage teamwork and collaboration; strong interpersonal skills that include the ability to inspire and motivate; effective at conflict management.
- Excellent analytical skills.
- Familiarity with and experience in working with diverse groups.
- Technologically savvy.
- Ability to build collaborative ventures with diverse constituents.
- Experience reporting to, or working with, a volunteer Board of Directors.
- Excellent communicator with the ability to listen and weigh all aspects of a situation.
- Bilingualism is an asset.
- Proven ability to negotiate and manage relationships with vendors, service providers, renters, constituents, government agencies, producers and presenters.
- Experienced spokesperson, comfortable in the public eye.
- Excellent budgeting and financial management skills.
- High ethical standards and reputation.

***Human Resources Leadership:***

- Manage Grand Avenue Civic Park's personnel in a sensitive manner consistent with the organization's personnel policies.

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- Maintain a sound organizational structure and establish the appropriate practices and procedures to implement all policies.
- Establish annual goals and objectives for the Park's senior management team.
- Review and modify the Park's staffing structure as needed and replace staff where appropriate.

**EDUCATION:**

- A Bachelors degree is required; an MBA or advanced degree is desirable.

**COMPENSATION:**

- A competitive salary and benefits package will be offered.

**CONTACT INFORMATION:**

Please address all nominations and recommendations to:

***Mercedes Paz***

Executive Vice President, Nonprofit Practice  
DHR International  
[mpaz@dhrinternational.com](mailto:mpaz@dhrinternational.com)

***Julie Stiller***

Senior Associate  
DHR International  
[jstiller@dhrinternational.com](mailto:jstiller@dhrinternational.com)

***C.J. Helm***

Office Manager/Executive Assistant  
DHR International  
[chelm@dhrinternational.com](mailto:chelm@dhrinternational.com)

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