

Mark A. Nerenhausen

PROFESSIONAL EXPERIENCE

MANAGEMENT:

AT&T Performing Arts Center, Dallas, TX

*President/CEO 2009 - 2010*

Responsible for opening, organizing the operations, and programming of the Center.

- Facilities, Programming, and Organization
  - Opened new performing arts center with five performance venues including the Winspear Opera House (2,200 seats) Hamon Recital Hall (200 seats), Wyle Theater (600 seats), Black Box Theater (100 seats) and Annette Strauss Artist Square (outdoor venue with 2,800 seats) set in a ten acre park setting (Sammons Park).
  - Secured AT&T as one of the nation's most significant naming sponsorships.
  - Raised more than \$4 million in first year of operations.
  - Achieved attendance in the first partial season (8 months) exceeding 300,000 for performances that included Broadway, opera, ballet, family programs, theater, world music, contemporary dance, country music, hip-hop, pop artists and more.
  - Developed strong relationship with Convention and Visitors Bureau, serving as spokesperson for cultural tourism in Montreal, Toronto, and Mexico City.
  - Managed the transition from 70 member fundraising board to governance structure appropriate for operating a performing arts center.
  - Instituted integrated business information platform and software linking marketing, ticketing software, facility scheduling, and accounting.
- Cultural Leadership
  - Brokered a merger/alliance between the performing arts center and TIT AS, a national leader in dance presentation, thereby reducing overhead, creating significant operating efficiencies and new sponsorship opportunities, and leaving more revenue for artistic product.
  - Initiated the Jazz Roots series, an innovative jazz series designed to overcome the perceptual barriers currently limiting jazz presentations.
  - Established partnerships with minority arts organizations including the South Dallas Cultural Center, the African American Repertory Theater, the Dallas Black Dance Theater, and St. Paul's United Methodist Church.
- Education
  - Guest lecturer at Southern Methodist University (SMU).
  - Created partnerships for student learning with Booker T. Washington magnet arts school.

Broward Center for the Performing Arts, Fort Lauderdale, FL

*President/CEO 1998-2009*

Responsible for the strategic direction and operations of the Center, including long range planning, programming and financial affairs. The Broward Center (consisting of six theaters in four performing arts facilities) is recognized as one of world's top venues and a catalyst for tourism, economic development, education, industry innovation and cross-cultural exchange.

- Coalition building
  - Tourism/Cultural District - Created Riverwalk Arts & Entertainment District, an award-winning alliance with local merchants and cultural attractions.

- o Economic and Urban Development - Forged unique community and international partnerships to present such trade and cultural exchanges as "State-to-State: Brazil/Florida," and "India - The Other Mega Market."
- o Arts Access program - Launched program to support collaborations with groups including the Association of the Performing Arts of India, Ashanti Cultural Arts, Fushu Daiko, and Brazilian Voices.
- o Initiated innovative partnerships to manage and operate three off-site theaters, including the Rose and Alfred Miniaci Performing Arts Center at Nova Southeastern University.
- Educational Programming
  - o Broward Center comprehensive education programs serve 150,000 students and teachers and are characterized by extensive curriculum integration.
  - o Program has received the Magna Award by the *American School Board Journal*, the Kennedy Center Alliance for Arts Education Network and National School Board Association, and Arts Innovation Award, International NETWORK of Visual and Performing Arts Schools.
  - o Developed SEAS Reading Residencies serving 20,000 students annually.
  - o Cosponsor with the Broward Education Foundation of the Stars for the Future scholarship program, Florida's largest arts scholarship program.
- International Perspective and Cross Cultural Exchange
  - o The Broward Center was formally recognized by the Brazilian Ministry of Culture as the first performing arts center and one of only three institutions in the United States to be named an official Brazilian "Point of Culture. "
  - o Developed programming and partnerships that reflect the diverse population of Broward County (one of the nation's most diverse counties) working in cooperation with the Brazilian, Jamaican, Canadian, Spanish, and Japanese consulates and with bi-national trade groups including the Brazil/American Chamber of Commerce, the India-US business association, the Caribbean Chamber of Commerce and others.
  - o Recognized by Broward County Commission as Broward's Cultural Embassy.
- World Class Venue
  - o Recognized as one of the top venues in the world according to trade publication surveys.
  - o Annual attendance of 700,000+ patrons for 600+ programs.
  - o Provided ticketing services and data analysis to other institutions including the Chicago Field Museum.
- Cultural Leadership
  - o Supported regional theater projects such as City Theatre's "Summer Shorts Theater Festival" and the International Hispanic Theater Festival.
  - o Hosted Kennedy Center's international Leadership Exchange in Arts and Disability conference.
  - o Forged alliances with classical music organizations including Symphony of the Americas, Miami International Piano Festival, Florida Grand Opera, and the Concert Association of South Florida.

Maui Arts & Cultural Center, Kahului, Hawaii

*Executive Director 1993-1998*

Developed and guided business and operations plans for new visual and performing arts complex (5,000-seat amphitheater, 1,250 seat theater, 300 seat theater, art gallery, and classrooms). Developed extensive season of presentations with Maui Community College and the University of Hawaii Summer Session. Instituted varied programming to reflect the diverse cultural profile of the community ranging from kabuki theater to classical music, and from hula to jazz. Developed state and nationally-recognized education program. Instigated the creation of a cultural tourism conference for Pacific Island nations in cooperation with tourism and government officials. Collaborated on the development of ArtTech Maui, an international conference on art and technology.

Oshkosh Grand Opera House, Oshkosh, WI

*Executive Director 1990-1993*

Managed restored 750 seat Victorian Opera House located in the Fox Cities metro area. Successful turn-around of facility that city was prepared to close.

Bijou Theater Center, Knoxville, TN

*Executive Director 1987-1989*

Managed restored 750 seat theater and attached retail space and restaurant. Operated Bijou School of Theater Arts, a theater education program for young people.

Milwaukee Performing Arts Center, Milwaukee, WI

*Director of Development 1985-1987*

Administered Milwaukee County Arts Fund regranting program. Developed business and administrative plan for *First Stage Milwaukee*, a professional children's theater company. Secured NEA grant to fund inaugural season of *First Stage Milwaukee*

Tennessee Performing Arts Center, Nashville, TN

*Director of Special Projects 1983-1985*

Directed *Humanities Outreach in Tennessee*, a statewide multi-disciplinary arts education program. Developed TPAC corporate sponsorships.

### ACADEMICS

Florida International University, Miami, Florida

*Adjunct Professor 1998- 2008*

Graduate courses in *Live Music Operations* and *Arts Marketing*.

Courses developed as part of new arts management program

Nova Southeastern University, Davie, Florida

*Adjunct Professor 2006-2009*

Graduate School of Business, Arts Management

Course presented as part of new arts management program

Florida Atlantic University, Fort Lauderdale, Florida

*Adjunct Professor 2000*

Graduate course in *Arts Marketing*, School of Business

AIMAC

"From Advocacy to Agency: The Broward Center for Performing Arts Emerging Model for Systems Management" presented at the 8th International Conference of the International Association of Arts and Culture Management.

Keynote address -to" International Conference of the International Association of Arts and Culture Management.

Advisory Board

Bolz Center for Arts Administration - University of Wisconsin Graduate School of Business (Two terms, including one as chair).

Dean's Advisory Board - University of Wisconsin Graduate School of Business.

### EDUCATION

Master of Arts - Arts Administration - Graduate School of Business, University of Wisconsin-Madison

Graduate studies - Russian History - University of Wisconsin-Madison

Bachelor of Science - Russian Studies - University of Wisconsin-Stevens Point

## **AFFILIATIONS**

Boards of Directors Current: (Florida) Bluegreen Corporation, Dean's Advisory Board for the University of Wisconsin Graduate School of Business.

Boards of Directors Past: Downtown Dallas, The Dallas Assembly, Dallas Arts District, Broward Alliance, Downtown Council, Gospel Music Hall of Fame, Vision Broward, Carbonell Regional Theater Awards, Riverwalk Arts and Entertainment District, Fort Lauderdale Lodging and Hospitality Association, Concert Association of Florida, Urban Core Subcommittee of the Broward Workshop, Fort Lauderdale Museum of Art, Florida Atlantic University - Fort Lauderdale Advisory Board, Maui Pacific Center (an international conference center), ArtTech Maui, Big Brothers/Big Sisters of Maui, Haleakala Waldorf School, Alumni Board Bolz Center for Arts Administration at the University of Wisconsin - Madison, Summerfare on the Fox, Junior Achievement, Northern Lights Cultural Foundation, Present Music.

Advisory Committees: Co-Chair, Discover Downtown (Fort Lauderdale), Broward County Cultural Tourism Committee, Subregional Transportation Study Committee, Community Cultural Planning Steering Committee, Creative Industries Subcommittee of Vision Broward; Maui Mayor's Symposium on a Four-Year University, First Nights Maui 95&96, Mayor's Special Committee on Historic Iao Theater Renovation, Pacific Region Cultural Tourism Conference, Wisconsin Dance on Tour.

Selected Consultant/Speaking Engagements: Wisconsin - Door County Auditorium Executive Search; Northern Lights Cultural Foundation; UW-Madison conference on Systems Approach to the Arts; Guest lecturer Bolz Center for Arts Administration .. Tennessee - Tennessee Performing Arts Center. California - National Arts Marketing Conference. Texas - Keynote address for the international conference of the International Association of Arts and Cultural Management (AIMAC); SMU in Taos program "Art in the City: From Organization to Ecology"; guest lecturer, SMU Arts Management program; Cox School of Business; Leadership Dallas; Dallas Opera House. Minnesota - St. Olaf College. Montreal - "From Advocacy to Agency: The Broward Center for Performing Arts Emerging Model for Systems Management" presented at the 8th International Conference of the International Association of Arts and Culture Management. Virginia-Richmond Performing Arts Center; Florida - Pierce Theater Project; Mizner Park Amphitheater; Leadership Florida (Creative Cities); Leadership Broward; Florida Atlantic University Urban Planning (Creative Cities); Building and Urban Environment; Creative Cities Conference (Design Seminar sponsored by Florida Atlantic University Joint Center for Environmental and Urban Problems; Port Saint Lucie Sunrise Theater. Cape Town, South Africa - Developing Strategy for Major Events in the Cape Metropolitan Area (Economic and Social Directorate).

### **Selected Awards**

2008 Diamond Award	<i>South Florida Business Journal</i>
2008 Leadership Award	Leadership Broward
2008 Community Leadership	Fort Lauderdale LINKS
2007 Building Our Community Award	Miami/Dade March of Dimes
2007 Silver Medallion Award	National Conference for Community and Justice/Broward
2005 Shining Star of Excellence Award	Puerto Rican Chamber of Commerce
2005 Excellence in Leadership	Greater Fort Lauderdale Chamber of Commerce
2004 Howard Kleinberg Award	South Florida Carbonell Awards, South Florida Theater Critics
2004 Leadership Alumni Award	Leadership Broward
2003 Downtowner of the Year	Greater Fort Lauderdale Chamber of Commerce's
2003 100 Most Powerful People	<i>South Florida CEO</i>