



**EXECUTIVE DIRECTOR
PROSPECTUS**



ED
LD
EUGENE
BALLET



*Create, perform, educate
and inspire through the art
of dance, foster cultural
collaborations, and
increase access to the arts.*

Overview

Eugene Ballet (EB), a nationally-recognized leader in the world of professional ballet located in Eugene, Oregon, a diverse and vibrant university city, seeks a visionary senior executive leader who, in collaboration with EB's Artistic Director, will lead EB into the future through sound financial stewardship, creative fundraising success, and strategic planning in the midst of an ever-changing economic climate.

A Successful Candidate has:

- A passion for the arts and keen understanding of the non-profit industry, with a particular insight into Eugene's unique non-profit and arts climate
- A proven track record in fundraising, marketing, and public relations
- Served as a #2 leader at a larger organization or a #1 at a smaller or comparable organization
- Demonstrated collegiality, dynamic interpersonal skills, and the ability to creatively address the ongoing funding challenges within non-profit/arts administration
- A keen understanding of the need for consistent and growing revenue streams for a sustainable business model

Priority Skills:

- Fundraising and Development
- Public Relations and Brand Enhancement
- Audience and Student Engagement
- Strategic Planning
- Human Resources and Financial Management

Eugene Ballet

Over the past 47 years, **Eugene Ballet**, as the leading professional residential ballet company in Eugene, has presented real-time, in-person performances that surprise and delight, that challenge and champion, and that elevate and inspire us as individuals and as a community committed to the arts.

The most important thing to know about Eugene Ballet is that our name isn't just a name. *It's our commitment.* It isn't our ballet, it's Eugene's Ballet. When we develop a season of inspiring performances and experiences, we start within our very own city of Eugene because we believe that this is a great place to work, live, play, and learn. We build seasons full of innovative, family-friendly, contemporary, and classical ballets and turn to the many professional craftsman and artisans within Eugene to help us design and build sets, lighting, and costumes. We look to local musicians to provide the music for our performances, and we depend on local physicians and physical therapists to keep our dancers in top athletic shape. Our artists and staff live and work in Eugene.

We believe this commitment makes us one of the most versatile and innovative ballet companies in the West, and enhances community livability, keeps resident spending local, and brings in people from other areas to experience our rich arts community.



Toni Pimble, *The Firebird*, 1982



Suzanne Haag's *The Firebird*, 2019



Orchestra Next founder and conductor Brian McWhorter rehearses *The Firebird*, 2019

A Legacy of Excellence and Leadership

Founded in 1978 by ballet dancers Toni Pimble and Riley Grannan, Eugene Ballet has made its mark as a local, regional, national and international ballet company. Over the last four decades, EB has been recognized for its commitment to artistic excellence and collaboration (Oregon Bach Festival, Eugene Concert Choir, Pink Martini, Ken Kesey, Marin Alsop, among others).

Dance Data Project (DDP) has recognized Eugene Ballet as a leader in gender equity, ranking it “Best Overall” in their 2023 Gender Equity Index ranking of the largest U.S. ballet companies. Eugene Ballet was also specifically highlighted for its high volume of work commissioned from female creators, garnering a “Best Of Commissions” award. The DDP assesses companies based on the commissioning of female creators, promotion of women to leadership positions, and fostering a transparent culture. With Artistic Director Toni Pimble’s retirement in 2025, Eugene Ballet is moving forward with strong artistic leadership and a community known for an abundance of artistic creativity.

The 2025/2026 season marks a new chapter in Eugene Ballet’s history as Jennifer Martin (at right below) steps into the role of Artistic Director. With more than three decades at Eugene Ballet, Jennifer’s journey from company dancer to Artistic Director reflects a deep knowledge and devotion to the organization. Her appointment honors the extraordinary legacy of Toni Pimble while also signaling a future built on collaboration, innovation, and the continued growth of Eugene Ballet as a cultural cornerstone for our community.

This season also marks a transition for Suzanne Haag (at left below) as she begins her role as Associate Artistic Director and Resident Choreographer. A company artist with Eugene Ballet for 15 years and Resident Choreographer since 2018, Suzanne has been an essential part of the organization’s creative life both on and off the stage. Her appointment recognizes her artistic accomplishments as a choreographer and collaborator, and her vision for carrying Eugene Ballet’s traditions forward while shaping bold new directions for the future.



Eugene Ballet’s Resident Orchestra

Orchestra Next (ON) is a nationally unique ensemble where professional and student musicians perform side by side. Founded in 2012 to bring live music back to *The Nutcracker*, ON has now performed more than 112 shows with Eugene Ballet at the Hult Center, and more than 150 performances overall, reaching audiences of 100,000+. More than 500 students have trained through Orchestra Next, gaining rare, hands-on experience in a professional pit orchestra and moving on to orchestras and teaching positions across the country.



The Midtown Arts Center

The Midtown Arts Center, completed in early 2021, is a significant addition to Eugene's arts community, and an economic, cultural, and educational boost to the city. The new center fulfills a long-term goal of Eugene Ballet and other arts organizations to create a permanent space large enough for students and performers to rehearse adequately, with plenty of administrative space and room to grow.

The centerpiece of the center is the seven rehearsal studios on the second and third floors. The two main studios are located on the third floor, with one the size of the Hult Center's Soreng Theater stage, around 1,700 square feet, and a larger one the size of the Silva Concert Hall stage at 3,100 square feet. Studio spaces are available for rent for rehearsals and private events.

The Midtown Arts Center houses the administrative offices of building owner Eugene Ballet. Additionally, the Ballet leases administrative office space to eight organizations on the first floor: Chamber Music Amici, Eugene Concert Choir, Eugene Opera, #instaballet, Lane Arts Council, Orchestra NEXT, and Pacific International Choral Festivals. The non-profit groups reduce costs by sharing maintenance and operating costs, while their colocation promotes collaboration on arts projects.

The first floor also includes rentable conference rooms and an art gallery with rotating art, and the entrance to the Eugene Ballet Academy, which serves more than 300 children a week. The Academy is also offering classes for adults.

The Midtown Arts Center is part of a 128,000 square foot development, called "The Midtown" that includes housing and commercial space. The project was made possible through the partnership between Eugene Ballet and longtime arts supporter Alex Haugland, who co-developed the site.

On any given day at The Midtown Arts Center, professional dancers and musicians develop and rehearse new works, students learn their first dance steps, and conversations between arts administrators plant the seed for future collaboration. The community is invited to be a part of it, enjoying the ever-changing art in the gallery or enrolling in a dance class.







Eugene Ballet Academy

Recognized as a premier youth arts program, **Eugene Ballet Academy** educates, inspires, and motivates more than 240 young Eugene area residents every year. **Eugene Ballet Youth** provides aspiring young students exceptional training and performing opportunities that develop self-confidence and an appreciation for the arts, and educational programs and exposure for our local community and beyond. The Academy's community focused classes provide an opportunity for movement and music to be an integral part of self care for the 150+ adults enrolled.



I would love for all my students to approach ballet with the focus and discipline necessary to achieve their goals, while also staying balanced in their identities... and that they always know that they are humans first, then dancers.

— Sarah Kosterman, Principal Dancer and Academy Instructor



A Great City for the Arts & Outdoors

Eugene—Oregon’s second-largest city and home to the University of Oregon—is at the south end of the Willamette Valley where two large rivers and many smaller ones meet. It is also a place of converging ideas. Eugene is full of artists, academics, innovators and visionaries.

Alongside today’s developing technology and evolving ideas is the history of the Indigenous Peoples who were here first and are here today. Eugene, and the greater Lane County area, continuously strives for increased accessibility and improved sustainability. This Pacific Northwest gem is beloved for its outdoor recreation, craft brewing scene, and environmental consciousness.

The Eugene community is passionate in many pursuits. Eugene is dubbed “A Great City for the Arts & Outdoors” by its local residents, “TrackTown USA” by elite athletes around the world, the “Silicon Shire” by leaders in the tech industry, “Home of the Ducks” by collegiate sports fans and “Emerald City” by those whom love its many green spaces and lush fern and evergreen forests.

The Hult Center for the Performing Arts

Located in the heart of downtown Eugene, the Hult Center for the Performing Arts is a premier, city-operated venue established in 1982 that hosts diverse performances, including Broadway, symphony, ballet, and concerts. It features the 2,447-seat Silva Concert Hall, the 495-seat Soreng Theater, and the versatile (up to 200 people) Studio. It hosts local resident companies, including Eugene Ballet and Eugene Symphony, along with national touring acts.



Arts and Culture Builds Community

The Arts & Economic Prosperity 6 (AEP6) is the sixth national study of the economic impact of the arts and culture industry. The Arts & Business Alliance of Eugene has participated in three studies (AEP6, AEP5 and AEP4) led by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. The most recent report proves that arts and culture builds more livable communities, creativity and innovation, empathy and understanding, and social connections, as well as jobs and the economy.

Vibrant arts keep resident spending local and fosters pride. Beyond its economic contributions, arts and culture play a pivotal role in fostering cultural identity and community unity. The arts promote empathy, tolerance, and inclusion by showcasing diverse perspectives.

Economic Activity: In Eugene, arts and culture generated nearly \$124 million in economic activity, including spending by nonprofits arts and culture organizations together with audience spending. The arts also generated more than \$30 million in local, state, and federal tax revenue.

Local Employment: During the most recent study, the arts industry supported a total of 2,714 jobs in Eugene. These include positions at nonprofit organizations, event venues, creative services, and related businesses, showing how the arts strengthen our city's overall workforce and economy.

Audience Spending: Audience spending injected \$33.6 million into the community, not including ticket costs. These numbers include spending by event attendees for things like restaurant meals, parking, or childcare.

Area Tourism: Arts and culture events drew 149,683 visitors from outside Lane County. Nonresident attendees spent an average of 187% more per person than local attendees (\$68.73 vs. \$23.92). When a community attracts cultural tourists, it realizes significant economic rewards.

Value of Volunteerism: A total of 3,831 volunteers donated 186,299 hours to Eugene's 89 participating arts and culture organization, a donation of time estimated at \$6 million. Volunteers support everything from ushering at performances to helping with festivals, classes, and community events—an essential part of keeping the arts accessible and vibrant for all.

How We Stack Up: Spending by nonprofit arts and culture organizations in Eugene contribute \$90 million to the local economy compared to a national median of \$13 million in similarly sized cities. When the arts sector thrives, it supports the long-term economic health and livability of our community.



BY THE NUMBERS

ECONOMIC ACTIVITY



Spending by arts and culture organizations combined with spending by audiences.

LOCAL EMPLOYMENT



The number of local jobs the arts and culture industry supports in Eugene.

AUDIENCE SPENDING



This figure doesn't include ticket costs but rather spending by event attendees for things like restaurant

AREA TOURISM



Visitors from outside Lane County who attended arts and culture events.

VISITOR VS. RESIDENT SPENDING

\$68.73

nonresidents

\$23.92

local attendees

187%

more per person

VOLUNTEERISM



3,831

volunteers



+ 186,299

hours



+ 89

arts & culture organizations

= \$6 Million

in donated time

HOW WE STACK UP

\$90 million spending by nonprofit arts & culture organizations in Eugene.



\$13 million median spending by organizations in similarly sized cities.





Eugene Ballet, 2012, Gerald Arpino's *Light Rain*

Essential Job Functions and Responsibilities

The Executive Director serves as the strategic leader of Eugene Ballet and Academy, responsible for the visionary leadership, strategy development, fundraising and financial oversight of the \$4M budget, and operational management of the organization. This role reports to the Board of Directors and collaborates closely with the Artistic Director to ensure continued growth, operational health, and mission fulfillment.

Leadership and Strategic Vision

- Develop and implement the organization's strategic plan, ensuring alignment with Eugene Ballet and Academy mission and vision. Act as the public face of the organization and advocate for its interests.
- Promote a collaborative and transparent culture aligned with the Ballet's vision and mission.

Financial Oversight

- Develop and manage the profit and loss, annual operating budget, and long-term fiscal planning.
- Drive earned and contributed income with support from the Marketing and Development team.
- Identify and grow new revenue streams.
- Maintain financial stability and stewardship of all organizational assets.
- Ensure integrity of financial operations including reporting, audits, and controls.

- Ensure preparation of timely financial documents: balance sheets, profit/loss reports, and cash flow projections.
Assist Finance Manager by providing direct support to outside CPA and auditing firms.

Fundraising and Donor Engagement

- Vigorously and enthusiastically lead fundraising initiatives and develop resources to ensure the financial health of Eugene Ballet including growth of donor and patron base; inspirational, new and innovative campaigns and events; endowment development and growth; grant applications and stewardship; and funding and partnerships for our community outreach programs.
- The Executive Director will have an expectation to raise approximately three times the ED salary annually in new dollars to the organization.

Community Engagement

- Establish and maintain Eugene Ballet as a trusted organization and valuable partner throughout the community and the region.
- Cultivate strategic partnerships and lead community outreach initiatives, with a strong focus on Eugene Ballet's *Access to Dance* program.
- Represent Eugene Ballet and Eugene's leading arts organization through service on local and regional arts advocacy boards such as the Cultural Advocacy Coalition of Oregon.
- Engage with local government and civic arts and cultural initiatives through committee involvement such as City of Eugene's Library, Recreation, and Cultural Services (LRCS) Strategic Planning, Eugene Springfield Arts Advocacy Caucus, and hiring committees for key City of Eugene's LRCS administrative positions.
- Regularly meet with Hult Center administrators, Hult Center Resident Companies, and leading regional arts and culture organizations to maintain respectful and collaborative working relationships.

Staff Development

- Recruit, train, and manage staff and volunteers, promoting a positive organizational culture and ensuring alignment with the organization's values.
- Directly manage all functions that report to the Executive Director including Marketing, Development, Finance, Production, and Operations.
- In collaboration with the Artistic and Academy Directors, develop processes and oversee appropriate HR functions within the organization including an annual performance review process, management of contracts, employee benefits packages and workers' compensation claims.
- Collaborate with the Academy Director to grow enrollment, programming, and student engagement, and support school administration, staff, and budgeting.

Board of Directors Relations

- Work closely with the Board of Directors to fulfill the organization's mission. Provide timely and accurate information to the board for informed decision making.

Position Summary

Required Skills and Qualifications

- **Leadership Experience:** Seven years or more experience in a leadership role, preferably in the nonprofit sector.
- **Strategic Thinking:** Ability to develop and implement strategic plans and navigate complex organizational challenges.
- **Fundraising expertise:** In-depth knowledge of fundraising strategies and experience in securing financial support.
- **Communication Skills:** Excellent verbal and written communications skills, with the ability to engage and inspire diverse audiences.
- **Financial Acumen:** Strong understanding of financial management and budgeting process.
- **Technical Acumen:** working knowledge of operational software platforms and other technology for analysis and efficiency.

Preferred Skills and Qualifications

- Bachelor's or Master's degree in Arts Administration, Business, or a related field, or equivalent experience.
- Passion for the arts; knowledge of or background in ballet or dance is a plus.
- Knowledge and experience with non-profit administration and leadership.
- We recognize that exceptional leadership can come from a range of professional paths. As such, we welcome applications from both seasoned Executive Directors and emerging leaders who bring strong organizational, financial, and strategic skills.

Compensation and Benefits

- Salary: Minimum range \$100,000–\$120,000, negotiable and commensurate with experience
- Employer-sponsored health insurance
- Dental insurance
- 403B Retirement plan with employer match
- Seven paid holidays
- Competitive paid vacation

How to Apply

- Send a cover letter, resume and/or CV, and references to hire@eugeneballet.org to the attention of Eugene Ballet Executive Director Search Committee.
- Materials received prior to April 3, 2026 will be reviewed with priority.