

MANAGEMENT CONSULTANTS FOR THE ARTS

Len Alexander – Gregory Kandel – Louise Kane – David Mallette – Christy Wall
Shruti Adhar – Bill Appleton – Diane Frankel – Jason Palmquist – Stephen Richard – Jonathan West

POSITION PROFILE
EXECUTIVE DIRECTOR
THE ORANGE SHOW CENTER FOR VISIONARY ART
HOUSTON, TX

BACKGROUND AND CURRENT ENVIRONMENT

The mission of the Orange Show Center for Visionary Art (OSCVA) is to preserve, promote and document visionary art environments, provide opportunities for the expression of personal artistic vision, and create a community where that expression is valued.

OSCVA is a 40-year-old non-profit organization located in Houston, Texas that owns and operates three visionary sites – The Orange Show Monument, The Beer Can House, and Smither Park. OSCVA produces the annual, world-renowned Houston Art Car Parade and provides access to art education through outreach and programming.

Orange Show Monument:

Houston postman and self-taught artist, Jeff McKissack, created the Orange Show Monument over a 22-year period between 1956 and 1979. The outdoor 3,000 square foot space is maze-like in design and includes a combination of materials and objects extolling the theories of health through good nutrition and hard work. Art scholars consider the Orange Show Monument to be one of the great American visionary art landmarks, citing McKissack's masterful use of color, composition, and texture and his intuitive gift for symbolic language. The Orange Show Monument's importance follows from the masterwork of the French Visionary Artist, Ferdinand Cheval, whose Palais Ideal has attracted and continued to inspire artists everywhere. An iconic folk-art environment of handmade architecture, the Orange Show Monument was added to the National Register of Historic Places in 2006.

The Beer Can House:

Completed in 1968, the Beer Can House is the creation of John Milkovisch, who, over a 20-year period, transformed his home and yard into a unique work of art. Milkovisch covered his small bungalow with panels made of beer cans and hung garlands made of can rims and pull-tabs from the roof's edges. The Beer Can House's startling beauty and provenance as the work of a self-taught artist make it one of America's most acclaimed visionary art environments.

Smither Park:

In 2010, OSCVA began creating Smither Park, Houston's first folk art inspired green space. Guided by the vision of the late Stephanie Smither to honor her husband, John, Smither Park is

a collaboratively created, mosaic park under the artistic leadership of internationally known, visionary artist and builder, Dan Phillips. Over time, more than 300 local and regional artists and volunteers are transforming Smither Park into a community space for celebration and relaxation. The park currently features swings, a pavilion, an amphitheater, a meditation garden and a 400-foot memory wall.

The Houston Art Car Parade and Houston Art Bike Parade:

Since 1987, OSCVA has presented the Houston Art Car Parade Weekend, a four-day extravaganza celebrating the drive to create. As the world's oldest and largest art car parade, The Houston Art Car Parade features 250 art cars from all over North America for the delight of over 300,000 spectators making it the second largest event and the largest free event in Houston every year. Each April, The Houston Art Car Parade Weekend features five major events – The Main Street Drag, The Sneak Peek at Discovery Green along the Avenida, The Legendary Art Call Ball, The Artist Award Ceremony and The Houston Art Car Parade itself. In May of 2020, OSCVA will present the first annual Art Bike Parade in partnership with the Houston Parks Board and working closely with Houston Independent School District. In partnership with the Houston Parks Board, OSCVA has donated over 100 bicycles to HISD schools.

Master Campus Plan:

Following the 2017 acquisition of a 5.7-acre property with a 31,000 square foot, 1950's era, solid concrete building, OSCVA will expand its services and become a major artistic and cultural destination. The new property is immediately adjacent to the Orange Show Monument and Smither Park and gives rise to enormous potential for the organization's future. At the heart of the new campus will be a permanent home for the Houston Art Car and Art Bike experiences providing the exhibition of Art Cars and Art Bikes every day. Once completed, the site will offer new spaces for OSCVA exhibitions, programs, and offices as well as a comprehensive Folk Art archival library and educational and event spaces.

For more information about The Orange Show Center for Visionary Art, visit <https://www.orangeshow.org>

ABOUT HOUSTON

Houston is one of the most vibrant and diverse cities in the United States and is the nation's fourth largest, with a population of over two million; the metro area has a population of over six million. The Bayou City – the nickname comes from its ten winding waterways – has a storied history as a boomtown as well as being a hub of commerce, arts and culture. If it were an independent country, Houston's economy would be the 30th largest in the world. Other than New York, no U.S. city has more Fortune 500 companies. Nonetheless, cost of living is low in comparison to other major metropolitan areas – 9% below the national average. Among the leading visual arts institutions are The Museum of Fine Arts, Contemporary Arts Museum, and the Menil Collection. These and over 500 other arts and cultural organizations have thrived in this extraordinary city. Houston is a restaurant town and its residents eat out more than any other city in the country. The city's population is very young, one of the youngest in the U.S., and internationally diverse, with over 90 languages spoken.

For more information on the region, please visit: www.visithoustontexas.com.

POSITION AND RESPONSIBILITIES

The Orange Show Center for Visionary Art seeks an Executive Director to provide passionate and dynamic leadership to achieve its mission. The Executive Director will work closely with the Board of Directors to refine, develop, and implement a progressive program for the management of the Orange Show Monument, Smither Park, and the Beer Can House and the presentation of OSCVA's public events, performances, exhibitions, educational activities and community outreach. The Executive Director will also work closely with the Board of Directors to fulfill a recently adopted strategic plan expansion and growth as part of an upcoming capital campaign.

SUMMARY OF RESPONSIBILITIES

The Executive Director will:

- Work in conjunction with the Board to develop and execute the strategic direction and establish initiatives to fulfill the mission of the Orange Show.
- Increase local, statewide, national and international awareness of visionary and self-taught art.
- Implement programming associated with the development of the Master Campus Plan that expand the community outreach of OSCVA.
- Direct OSCVA's operations, programming, staffing, finance and external communications.
- Be responsible for a fundraising strategy including working with consultant firm Sterling on the implementation of a capital campaign.
- Cultivate donor relationships with major stakeholders including foundations, corporations, and individuals.
- Serve as spokesperson and advocate for OSCVA establishing strong partnerships in the community and neighborhood.
- Enhance OSCVA's public image to expand interest and support. Work with others in the community to increase appreciation for visionary and self-taught art.
- Be responsible for organizational development and effective staff management including hiring; coaching; collaborating; problem-solving; goal setting; and empowering internal staff to think, act and plan in a collaborative manner.
- Direct the overall development of public relations and marketing initiatives, including developing an effective communications plan to raise OSCVA's profile.
- Oversee OSCVA budget including planning, preparing, monitoring, administering, and recommending opportunities to grow and develop new revenue streams for OSCVA.
- Manage and maintain the Orange Show monument, Beer Can House, Smither Park, and facilities of the planned OSCVA Master Campus and ensuring that the restorations, operations and administration are in compliance with city policies, ordinances and local, state and federal regulations.

QUALIFICATIONS

The successful candidate must have the following background:

- Bachelor's degree, and ideally a Master's, in a field with arts related emphasis.
- Minimum of ten years progressive, professional experience (either in a nonprofit or for-profit) focused on creative expression, cultural arts or historical preservation including at least five years in a management capacity.
- Ability to provide strong leadership, vision and strategic direction, including experience implementing and fine-tuning strategic plans.
- Demonstrated knowledge of standards and best practices for museums, non-profits, or similar organizations, as well as a history of involvement in relevant professional organizations.
- Strong record of success in fundraising and audience development including experience in major capital campaigns and effectively working with a wide variety of individuals, groups, corporations and foundations.
- Demonstrated excellence in writing and public speaking, including the ability to prepare and present clear and comprehensive written and oral reports.
- Proven consensus builder with the ability to work cooperatively, diplomatically, and effectively with Boards, volunteers, and in community relations and outreach capacities.
- Competence in management including personnel matters. Demonstrated ability to supervise, as well as to work successfully with, staff, volunteers, and other public constituencies.
- Strong business management skills, including success in developing, managing, and growing an annual operating budget. Strong business management skills.
- Proficiency in social media platforms and donor databases.
- Excellent planning, time management, and decision-making skills.
- Willingness to work a variable schedule, including attendance at weekend and evening meetings and/or engagements, when needed.

COMPENSATION, APPLICATION PROCEDURE, AND START DATE

The salary is commensurate with experience and comparable to other arts organizations of similar stature and size. The position includes a competitive benefits package.

The Orange Show is intent on making a hiring decision by early summer, with the successful candidate onsite as soon as possible thereafter. Interested candidates, and recommenders of qualified individuals, are invited to contact Management Consultants for the Arts, the consulting firm retained to facilitate this important search. Bill Appleton is the consultant leading this search. Applicants should provide résumé/CV, cover letter, and at least four professional references utilizing our online application system. The cover letter of no more than 1½ pages should describe why this post and organization is attractive to the applicant and what about them and their work makes them a potentially strong contributor to OSCVA. Application

materials should be sent electronically – Word or .pdf only, please – with the applicant’s name included as part of each file name through MCA’s online application portal:

<https://mcaonline.com/searches/orange-show-center-visionary-arts-executive-director>

Once all materials have been submitted online, applicants will receive a confirmation of submission via the email address provided in the application. For clarification on any of this information, please contact Christy Wall at cwall@mcaonline.com.

The Orange Show Center for Visionary Art is an equal opportunity employer.