

# **GENOVESE VANDERHOOF & ASSOCIATES**

A Cultural Management Consulting Firm

**JOB OPPORTUNITY  
CASCADE THEATRE  
Redding, CA  
General Manager**

*The Cascade Theatre invites applications and referrals for the position of General Manager. We seek an industry professional who will bring business, leadership and entrepreneurial skills to the Cascade with a thorough grounding in performing arts facility management and a strong track record in community partnerships, fund-raising, fiscal responsibility and entrepreneurial vision.*

## **The Cascade Theatre**

The Cascade Theatre was constructed in downtown Redding in 1935 as a 1,348 seat movie theatre and vaudeville stage.

Restoration of the Cascade Theatre was undertaken through an innovative partnership between Southern Oregon University and its public radio network, Jefferson Public Radio (JPR); the JPR Foundation, a private not for profit group organized to support JPR's activities; and the Cascade Theatre Restoration Steering Committee, comprised of regional business and civic leaders dedicated to raising funds for the project.

Restoration of the Cascade Theatre was completed in 2004 and the theatre reopened as a regional not for profit performing arts center with a seating capacity of 1,001. The restoration honored the heritage of the building while providing the functionality of a modern performing arts facility with state of the art sound, lighting, and theatre technology.

Today the Cascade Theatre hosts a wide range of arts and cultural events, including concerts, theater, film and a large number of community-sponsored events. It plays an important role in supporting artists and cultural organizations in its community, as well as in the economic revitalization and development of its region. The annual budget is approximately \$2 million.

## **The Position of General Manager:**

Reporting to Randy McKay, Executive Director of Jefferson Live! (which also manages the historic Holly Theatre in Medford, Oregon), the General Manager of the Cascade Theatre is responsible for managing and streamlining general operations and the income producing functions, budget development, and generating new community partnerships, as well as overseeing a small staff and

a large volunteer corps working in such areas as box office, front of house, marketing and technical operations.

The Cascade and Holly Theatres provide each of their communities with a gathering place, a cultural icon, an economic catalyst, and an historic theatre, as well as magical performance experiences.

### **Redding, California:**

The City of Redding is the county seat of Shasta County. It is the largest California city north of the San Francisco and Sacramento metropolitan areas. A service-based economy focused on the education and health service sectors, the population is approximately 90,000 and a county of 180,000. The Cascade Theatre is a major part of the revitalization of Redding's downtown. With a plethora of lakes, mountains, rivers and beaches nearby, the region offers many opportunities for skiing, biking, hiking, hunting, fishing, watersports and other outdoor activities. With Field of Dreams Park, the Cascade Theatre and other facilities, the city plays host to many sports, cultural and educational activities and has many golf courses and wineries to enjoy.

### **Qualifications:**

The ideal candidate will have previous experience in managing a performing arts venue or not for profit arts organization, and a college degree in arts and/or business management or equivalent experience in facility/arts management and administration. Experience in grantsmanship would be an asset.

The new General Manager will have excellent financial and organizational skills and provide visionary leadership. Other necessary characteristics would be good oral and written communication skills, a track record in community participation and partnership, knowledge of ancillary businesses such as ticketing, corporate rentals, and the like. We seek an arts professional who is a strong manager and motivator of people/staff, a good listener and synthesizer, and an entrepreneur.

### **Other Information and Application Process:**

Salary commensurate with experience. Benefits package including health coverage, plus dental/vision, and employer-paid 401k contributions. Interested candidates are invited to submit a letter of interest, resume, salary expectations, and list of references by Friday, May 26<sup>th</sup>, 2017 in confidence to:

**Margaret Genovese**  
**Senior Partner**  
**GENOVESE, VANDERHOOF & ASSOCIATES**  
**77 Carlton Street, Suite 1103**  
**Toronto, ON, Canada M5B 2J7**

**416/340-2762**

[gvasearch@gmail.com](mailto:gvasearch@gmail.com)

For additional information see: [www.genovesevanderhoof.com](http://www.genovesevanderhoof.com),  
[www.cascadetheatre.org](http://www.cascadetheatre.org)