



CHIEF ADVANCEMENT OFFICER
LUBBOCK ENTERTAINMENT AND PERFORMING ARTS ASSOCIATION
HYBRID LOCATION – LUBBOCK, TEXAS



Aspen Leadership Group is proud to partner with the Lubbock Entertainment and Performing Arts Association in the search for a Chief Advancement Officer.

The Chief Advancement Officer will lead all advancement efforts of the Lubbock Entertainment and Performing Arts Association (LEPAA), encompassing a dynamic and integrated approach to fundraising, marketing, and strategic partnerships. The Chief Advancement Officer will oversee comprehensive fundraising strategies, including managing relationships with donors, grantors, and foundations, and spearhead the design and execution of the Premium Seat License (PSL) program. The Chief Advancement Officer will foster effective collaboration with Buddy Holly Hall staff, ASM Global, and other key stakeholders to further LEPAA's mission and enhance its impact on the performing arts community in Lubbock and beyond.

Lubbock Entertainment and Performing Arts Association, a nonprofit organization with oversight of the world-class Buddy Holly Hall in Lubbock, Texas, is dedicated to building community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education. Partnerships with Lubbock Independent School District, Texas Tech University, Ballet Lubbock, Lubbock Symphony Orchestra, The Buddy Holly Educational Foundation, and others ensure arts education remains a priority for students of all ages. LEPAA envisions a community where *every* person experiences the transformative power of the arts.

Imagine a gift to the community, funded by the community, so incredible that it forever changes the landscape of entertainment, education, and economic impact across the South Plains. The Buddy Holly Hall of Performing Arts and Sciences is a 220,000 square foot performing arts and education campus, privately owned, and operated by LEPAA and privately funded through the generosity of individuals, corporations, and foundations. Located in downtown Lubbock, The Hall boasts two theaters, events space, a full-service restaurant, and a 22,000 square foot pre-professional ballet school. The Buddy Holly Hall is a cultural hub of Lubbock and a cornerstone of downtown revitalization.

The possibilities of education outreach through LEPAA and The Buddy Holly Hall are exciting and endless. Currently, LEPAA supports four primary education initiatives, helping ignite the arts in youth and adults of all ages in the community. The Buddy Holly Songwriters Retreat is a week-long retreat during which writers breakup into small groups to collaborate with mentors through the creative process of songwriting. Each evening, the groups come back together for great local cuisine, and share the songs written during the day. The public are invited to be the first to hear the best-of-the-best songs written during the week at a special Friday night showcase held at The Buddy Holly Hall of Performing Arts and Sciences.

The Buddy Holly Songwriters Retreat cultivates aspiring songwriters through sights, landscapes, and the friendly folks that make up the West Texas culture that inspired Buddy Holly himself. At the end of the retreat, participants will have collaborated with mentors to further refine their songwriting creative process.

The Staging the Future Program (STF) at The Buddy Holly Hall enables economically disadvantaged school children to experience live theater and access performing arts education opportunities. The program is funded through generous donations from the Broadway season ticket holders, American Theater Guild (ATG), and other donations and grants. For the 2022/23 season, LEPAAs exceeded its goal of sending 1,000 youth to see performances of Dear Evan Hansen, Legally Blonde, Hamilton, and Cirque Dreams Holidaze.

Lubbock Independent School District and LEPAAs partner to present Theater Camp at Buddy Holly Hall each June. Lubbock ISD performing arts teachers lead the approximately 100 elementary, middle, and high schoolers who attend the week-long camp. The camp is offered to students at a very low cost for the entire week, with scholarships available for those students in need. In 2023, campers had the unique opportunity to meet and visit with professional artists and technicians from Disney's Lion King Broadway production. Each year, theater camp allows students to refine skills in all elements of theater—costuming, acting techniques, special effects, lighting, and set design. The conclusion of the camp includes a showcase of student performances.

LEPAAs also partners with the West Texas Kodály Initiative (WTKI), Lubbock ISD Fine Arts, and Texas Tech University Talkington College of Visual and Performing Arts School of Music to provide on-going Kodály Method certification for area music educators. The Kodály Method to music education was created by composer Zoltan Kodály to offer a unified, singing-based curriculum to every child. Studies have shown that the Kodály method improves intonation, rhythm skills, music literacy, and the ability to sing in increasingly complex parts. Outside music, it has been shown to improve perceptual functioning, concept formation, motor skills, and performance in other academic areas such as reading and math. To be a fully endorsed, certified Kodály educator, teachers must successfully complete two weeks of graduate-level training each summer for three years.

Developing and enhancing the Lubbock cultural arts community for the betterment of the community is one of the pillars of LEPAAs's mission. The Lubbock Cultural Arts District has a tangible impact on both the local and state economy. Nearly 3,500 full-time jobs are supported by the arts in Lubbock within 51 arts organizations and the arts industry generates \$4 million in revenue for the local government. The work of the arts district allows 1.4 million people to attend local arts and culture events each year. Beyond Lubbock, the arts generate \$5.5 billion for the Texas economy and Texas' creative sector currently employs nearly 800,000 innovation workers in good, high paying jobs.

REPORTING RELATIONSHIPS

The Chief Advancement Officer will report to the President and Chief Executive Officer, Jeff Hunsinger. The Chief Advancement Officer will supervise the Director of Development and Marketing, Development and Marketing Manager, and Grant Manager.

FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

At an exciting crossroads for the Lubbock Entertainment and Performing Arts Association and Buddy Holly Hall of Performing Arts and Sciences, I, alongside our committed Board, seek a senior-level leader poised to impact our future significantly. Reflecting our shared vision, LEPA is launching a pivotal capital campaign aimed at reducing debt and creating a sustainable business model, presenting a remarkable chance for transformative leadership during this dynamic period of growth.

Our mission—to captivate and engage our community with unparalleled entertainment, performing arts, and educational experiences—is at a crucial stage of evolution. With robust partnerships, including ASM Global and their food and beverage division, SAVOR, we stand ready to broaden our cultural impact in Lubbock. This opportunity beckons a leader passionate about the arts, skilled in strategic relationships, development, and marketing, to play a key role in sculpting our future at this potent time of opportunity.

Your role will be vital in guiding our capital campaign and enhancing partnerships that further our mission. Working closely with ASM Global, SAVOR, and leveraging the extraordinary community support we receive will be key. Our collaborations with significant partners such as the Lubbock Independent School District, Ballet Lubbock, Lubbock Symphony Orchestra, and Texas Tech University highlight the deep community engagement and support propelling our efforts.

This is an invitation to those who see the immense potential this moment holds for LEPA and Buddy Holly Hall. If you are driven by the prospect of impactful leadership, inspired by the transformative power of the arts, and ready to join forces with a dedicated team and community, your contributions will be both meaningful and highly valued.

—Jeff Hunsinger, President and Chief Executive Officer

LUBBOCK ENTERTAINMENT AND PERFORMING ARTS ASSOCIATION'S VALUES

The Lubbock Entertainment and Performing Arts Association values the transformative power of the arts and is committed to bringing the arts to everyone. It values and invests in the community by providing inclusive access to arts, entertainment, and education. It values creative collaboration, and the positive impact collaboration has throughout the community. LEPA values and understands the critical importance of the next generation and the constituent parts of the organization, and it understands that success results from cooperation and shared purpose between its partners including Lubbock ISD, Ballet Lubbock, Lubbock Symphony Orchestra, Texas Tech University, and the BHH Educational Foundation. LEPA values its community, particularly those who engage with it in its mission through the gracious gift of their valuable resource, be it time, money, or patronage.

PRIMARY RESPONSIBILITIES

The Chief Advancement Officer will

- develop a cohesive advancement strategy that encompasses major gifts, corporate sponsorships, planned giving, grants and foundations;
- cultivate and enhance partnerships with foundations and grant-making bodies, managing the grant lifecycle from application to reporting;
- oversee the successful implementation and growth of the PSL program, optimizing revenue opportunities while ensuring donor satisfaction;
- collaborate closely with Buddy Holly Hall staff and ASM Global to align fundraising and marketing efforts with operational goals and community engagement objectives;

- lead initiatives that elevate LEPAAs brand, integrating development and marketing strategies that bolster the organization’s visibility and support base; and
- mentor a high-performing advancement team, setting clear goals, and employing data-driven strategies to gauge success.

LEADERSHIP

Jeff Hunsinger

President and Chief Executive Officer

Jeff Hunsinger was appointed President and Chief Executive Office of Lubbock Entertainment and Performing Arts Association in January of 2023. Hunsinger provides professional oversight to the organization, ensuring LEPAAs achieves its vision, mission, and strategic goals.

Hunsinger has more than 20 years of experience in nonprofit performing arts management and has served in leadership roles with the Phoenix Symphony, the Fort Wayne Philharmonic, and the Arkansas Symphony. Throughout his career, he has successfully led turnaround initiatives focused on improving finances, streamlining operations, and strengthening artistic programming.

Serving as General Manager for the Phoenix Symphony, Hunsinger played a critical role in the turnaround of the symphony. Changes included new fundraising initiatives and special events such as the Sound of Speed, Parties of Note, Savor the Symphony, and the New Year’s Eve Gala. New partnerships with Arizona State University, along with new health and wellness initiatives, like the Alzheimer’s Clinical Trials (studying the impact music has on stress levels of dementia patients), and Mind over Music, (an education program that utilized music as a catalyst to teach STEM curricula to improve education outcomes) are examples of innovative programs that were critical to the turn-around efforts.

After completing his degree at California State University, Chico, Hunsinger worked in recording arts and broadcasting for several organizations including The Aspen Music Festival and School, The Edgar Stanton Recording Institute, the Banff Centre for the Arts, New Orleans Jazz and Heritage Festival, The French Quarter Festival, WWOZ 90.7 FM, Dempsey Film Group, ESPN Sports, and National Public Radio's Performance Today. He was responsible for the recording, broadcasting, and video production of national and international artists, as well as audio production for film, news, and television.

A native of California, Hunsinger studied guitar and clarinet and received a bachelor’s degree in music with a focus in Recording Arts, Music Industry, and Business Administration from California State University, Chico.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Lubbock Entertainment and Performing Arts Association seeks a Chief Advancement Officer with

- a commitment to the mission of the Lubbock Entertainment and Performing Arts Association—to build community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education;
- significant leadership experience in advancement, nonprofit management, fundraising, and partnership development, and an ability to recruit, manage, mentor, and retain high-performing advancement teams, set clear goals, and implement data-driven strategies;
- an ability to develop, implement, and assess a comprehensive advancement strategy across revenue streams including major gifts, corporate sponsorships, planned giving, foundation giving, and capital campaigns;

- an ability to manage and grow partnerships with foundations and grant-making bodies at all stages of the grant cycle;
- experience activating and maintaining relationships across a robust philanthropic network;
- brand management experience and an ability to utilize development and marketing strategies across platforms and stakeholders to enhance visibility and philanthropic support; and
- experience with performance venues.

A bachelor's degree or an equivalent combination of education and experience and at least five years of advancement leadership experience is preferred for this position. The Lubbock Entertainment and Performing Arts Association will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to LEPA, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$100,000 to \$130,000 annually. LEPA provides employee benefits that include a health benefits plan (PPO) and generous paid time off.

LOCATION

This position is in Lubbock, Texas. The position is afforded the flexibility to opt into a hybrid work schedule that includes regularly scheduled hours in the Lubbock office along with an approved remote schedule. LEPA may alter location work requirements at any time. Occasional evening or weekend hours are required.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Lubbock Entertainment and Performing Arts Association as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Advancement Officer, Lubbock Entertainment and Performing Arts Association](#).

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspingleadershipgroup.com.

All inquiries will be held in confidence.