



Mission: “To inspire, educate and connect our community through the power of shared performing arts experiences.”

www.strazcenter.org

Tampa, FL

In-Person Employment

CHIEF DEVELOPMENT OFFICER

ABOUT THE OPPORTUNITY



David A. Straz, Jr. Center for the Performing Arts (Straz Center) is a nationally recognized not-for-profit performing arts center located in Downtown Tampa, FL on a picturesque nine-acre site along the Tampa Riverwalk. The 335,000 square-foot Straz Center is one of the largest performing arts complexes in the country and, since opening in 1987, has welcomed nearly 16 million guests for a wide variety of world-class events. Straz Center boasts one of the nation’s leading Broadway series and is internationally respected for leading accredited education and training programs, producing grand opera, and presenting a wide variety of concerts, performances, and events.

Straz Center is at a pivotal moment in its history. Straz Center is in the advanced stages of its \$100 million *Boundless: The Campaign for the New Straz* comprehensive campaign with a goal of opening capital expansions in fiscal year 2028, including a new high-end donor lounge. Straz Center intends to leverage its new capital improvements while elevating its philanthropic brand as a top performing arts center in one of the fastest growing metro regions in the country, with the goal of recruiting the strongest performing arts center leadership team in the United States.

Straz Center seeks an innovative, ambitious, and creative Chief Development Officer (CDO) to lead a comprehensive fundraising program during a period of transformation. The ideal candidate will design a cutting-edge fundraising program focused on maximizing new and existing opportunities in major and planned gifts, corporate and foundation giving, annual giving, prospect identification, stewardship, and engagement. The CDO will lead the completion of the \$100 million *Boundless* comprehensive campaign while positioning the team to remain in continued campaign modality.

The ideal CDO will lead a comprehensive refresh of Straz Center's well-functioning fundraising program, imbuing its operations with creativity and technological innovation to inspire greater affinity and support from prospects, donors, and members of the Board of Trustees. The candidate will play an integral role in deepening donor affinity and interest in Straz Center by designing a world-class stewardship and donor experience program, identifying new creative fundraising approaches, and elevating Straz Center's philanthropic brand and program.

To support Straz Center's vision for sustainable philanthropic growth, the CDO will carry a personal portfolio of existing donors with a focus on leading prospect research and identification of new individual, corporate, and foundation prospects. The successful candidate will have experience managing large staff teams, leading a comprehensive fundraising program, and developing best practices, policies, and systems for the development team, particularly for prospect identification and data management systems designed for growth.

As a key member of Straz Center's leadership team, the CDO will serve as a chief spokesperson, fundraiser, and advocate for Straz Center with prospects, donors, the media, leaders, and the general public, with a goal of inspiring greater brand awareness, dedication, and philanthropic support. The candidate will collaborate with internal leadership to lead brand elevation campaigns to increase awareness of Straz Center's philanthropic brand and not-for-profit status.

The CDO will report to the President and CEO, serve on the leadership team, and lead a team of 16 development professionals with seven direct reports. The candidate will support and engage the President and CEO and board members in philanthropy, providing meaningful activities and effective support. The CDO will serve as staff liaison to the Development Committee of the Board of Trustees.

Straz Center for the Performing Arts has retained [Freeman Philanthropic Services, LLC](#) to assist with this critical recruitment.

ABOUT STRAZ CENTER FOR THE PERFORMING ARTS



David A. Straz, Jr. Center for the Performing Arts, dba of the Tampa Bay Performing Arts Center, is located in Downtown Tampa, FL on a picturesque nine-acre site along Tampa's robust Riverwalk. One of the largest performing arts complexes in the country, the 335,000 square-foot Straz Center provides an environment for a wide variety of world-class events. It boasts leading accredited education and training programs, one of the nation's leading Broadway series, and is nationally respected for producing grand opera, as well as presenting a wide variety of concerts, performances and events. In a typical season, more than 600,000 patrons attend 1,500 events at the Straz Center. Since opening its doors in July of 1987, Straz Center has welcomed nearly 16 million guests.

The performing arts complex consists of five theaters, a performing arts conservatory, a rehearsal hall, three on-site restaurants, a coffee shop and banquet facilities. The five individual theaters at the Straz Center are Morsani Hall (2,610 seats), Ferguson Hall (1,042 seats), the Jaeb Theater (312 seats), the TECO Theater (250 seats) and the Shimberg Playhouse (130 seats). The campus also boasts the outdoor Riverwalk Stage.

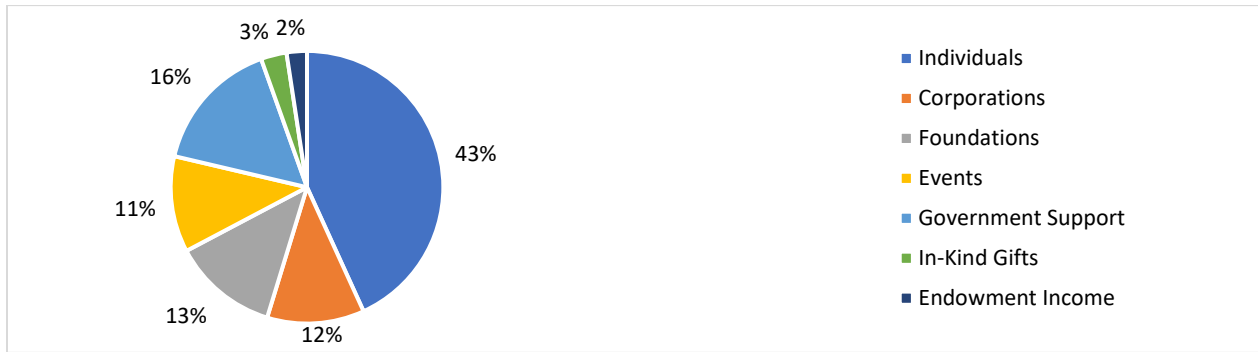
With the 2004 addition of Patel Conservatory, Straz Center added 45,000 square feet for its extensive accredited arts education programs. Patel Conservatory features 20 studios, including three dance studios with sprung floors, a sound/lighting laboratory, technical theater workshop, rehearsal hall, costume shop and a state-of-the-art black box theater. Straz Center Arts Education annually serves nearly 80,000 students, both on campus and off, with more than 225,000 hours of instructional activities and classes yearly.

FINANCIAL OVERVIEW

Straz Center is poised for continued impact and philanthropic growth. The organization is in the advanced stages of its \$100 million *Boundless: The Campaign for the New Straz* comprehensive campaign with an anticipated opening date for capital expansions in fiscal year 2028.

In fiscal year 2025, Straz Center raised \$7 million in philanthropic revenue from individuals, corporations, foundations, events, and government sources towards the organization's \$150 million budget.

Straz Center’s philanthropic support in fiscal year 2025 is below:



Looking forward, Straz Center seeks to increase philanthropic income by 10% annually over the next two years to raise an additional \$1.5 million annually by fiscal year 2028.

2024 TO 2027 STRATEGIC PLAN

Straz Center is committed to a three-year strategic plan centered on the following goals:

1. Expand **performance and educational opportunities** that attract diverse new audiences, artists, students and lifelong learners.
2. Invest in our current **physical spaces** and the new Master Plan, creating even more vibrant, accessible spaces for world-class arts.
3. Continuously improve the **guest, donor and student experience** to create a seamless and compelling path to belonging at The Straz.
4. Create an industry-leading **staff and volunteer experience** that makes The Straz a national employer of choice.
5. Grow and diversify our **financial sustainability** to ensure service to our community for generations to come.

TAMPA BAY PERFORMING ARTS CENTER FOUNDATION

The Tampa Bay Performing Arts Center Foundation’s mission is to inspire individuals, corporations and foundations to establish a permanent legacy and invest in Straz Center’s education programs, artistic initiatives, facility improvements and general operations.

The Foundation was established in 1997 as a Type II Supporting Organization exclusively for, and dedicated to, the benefit of the Tampa Bay Performing Arts Center, Inc., a 501c(3) organization.

The Foundation invests its funds and serves as an endowment fund for Straz Center. It conducts fundraising activities that encourage and promote the making of gifts to create permanent funds for Straz programs through endowment gifts, bequests and other forms of planned giving. Each year, the Foundation may also distribute to Straz Center a portion of the income generated by the endowment’s principal, according to the Foundation’s spending policy.

LEADERSHIP



Greg Holland, President and Chief Executive Officer

An arts executive, theater administrator, revenue builder and dealmaker with more than 25 years of experience, Greg Holland became the president and CEO of the David A. Straz, Jr. Center for the Performing Art in October of 2022.

He came to Tampa's performing arts center after serving as the president of Brown-Holland Entertainment which provided business development services for Nederlander Worldwide. Additionally, Holland was the chief operating officer for Lighthouse Immersive which aims to cultivate community and creativity through large-scale events and exhibitions of all art forms.

Previously, he was the CEO of Broadway San Francisco that owned San Francisco's Golden Gate and Orpheum Theatres and operates the Curran Theatre. Holland led the company and its theaters' productions of pre-Broadway world premieres, original Broadway cast productions and major arts and entertainment events in the San Francisco Bay area. He simultaneously served as CEO of the Dallas-based SHN Presents that curated and presented the inaugural Broadway series at the AT&T Performing Arts Center. Other notable professional experience includes positions with Clear Channel Entertainment, Pace Theatrical Group and Houston Grand Opera.

On Broadway, Holland served as co-executive producer for *Julius Caesar* starring Denzel Washington, John Patrick Shanley's Pulitzer and Tony Award®-winning play *Doubt* starring Cherry Jones (also on tour), Richard Greenberg's 2003 Tony Award-winning play *Take Me Out* and Suzan-Lori Parks' Pulitzer Prize-winning play *Topdog/Underdog*. He also was a producer of the original Broadway production of Tony Kushner and Jeanine Tesori's *Caroline or Change*.

Board of Trustees

Straz Center for the Performing Arts's Board of Trustees is comprised of dedicated and engaged leaders committed to The Straz Center's mission, vision, and continued growth. The Board is a diverse group of philanthropists, corporate and finance professionals, and community leaders.

For a complete list of the Board of Trustees, please [click here](#).

REPORTING AND IMPORTANT RELATIONSHIPS

The CDO will report to the President and CEO and serve on the leadership team, supporting Straz Center's strategic outlook with personal philanthropic expertise. The CDO will lead a team of 16 development professionals with seven direct reports: Director of Grants and Government Relations, Director of Corporate Relations and Sponsorships, Director of Special Events, Director of Annual Giving, Senior Manager of Individual Giving, and Director of Major and Planned Giving.

The successful candidate will partner with Straz Center's leadership and staff to further integrate fundraising and advance the institution's philanthropic brand and not-for-profit status. The CDO will support and engage the President and CEO and board members in philanthropy, providing meaningful activities and effective support. The candidate will serve as staff liaison to the Development Committee of the Board of Trustees.

RESPONSIBILITIES AND CHALLENGES

The CDO will be an inspirational leader with the demonstrated track record to lead a comprehensive fundraising program for a nationally recognized not-for-profit performing arts center. S/he will have the following responsibilities.

Strategic Leadership and Vision

- Develop an in-depth understanding of Straz Center's mission, vision, and strategic priorities, and translate these objectives into successful cases for support and fundraising initiatives.
- Serve as a key member of the leadership team, supporting Straz Center's organization-wide strategic outlook with personal philanthropic expertise strengthened by collectivism.
- Enhance Straz Center's well-functioning fundraising program with creativity and technological innovation, with the goal of elevating practices and inspiring greater affinity and support.
- Assist with the identification, engagement, recruitment, and orientation of new Board members, as well as encourage and inspire current members of the Board of Trustees.
- Identify and implement opportunities to deepen involvement and philanthropic support from Board members.
- Serve as liaison to the Development Committee of the Board of Trustees.

Fundraising Leadership

- Elevate Straz Center's philanthropic program, identify new creative fundraising approaches, and deepen donor engagement and affinity.
- Lead a comprehensive development office focused on the diversification of philanthropic income sources, including major and planned gifts, annual giving, strategic partnerships, and special events.
- Design and implement a world-class stewardship and donor experience program to inspire new and long-term donors to give on a deeper, more regular basis.
- Create and carry a personal portfolio of existing donors while systematically identifying and soliciting new individual, corporate, and foundation prospects.
- Maintain strong connections with donors, prospects, volunteers, and friends, while proactively establishing new partnerships, coalitions, and collaborations with other organizations and donors.
- Build and oversee a robust prospect research and identification program with a focus on identifying and engaging new prospects.
- Strategically engage the President and CEO and board members in donor outreach and philanthropic activities, providing meaningful activities and effective support.
- Oversee prospect research and discovery to expand and diversify the prospect base.
- Strengthen database management systems while overseeing Straz Center's database transition.

Communications Leadership

- Serve as a chief spokesperson, fundraiser, and advocate for Straz Center with prospects and donors, the media, leaders, and the general public.
- Lead brand elevation campaigns to increase awareness of Straz Center's philanthropic brand to donors, prospects, and community members.
- Design and create compelling and persuasive cases for support which motivate constituencies to give.

Team Leadership

- Provide transparent and effective leadership to the development team, offering inspired mentorship and guidance.
- Further implement standardized policies, procedures, and systems for the development team, with a focus on prospect identification and data management systems designed for growth.
- Ensure overall performance, success, and growth of development staff, helping them excel in their work and grow professionally, while personally demonstrating success in frontline solicitation.

- Implement policies and best practices that will ensure greater staff collaboration and accountability through quantitative measurement of results.

IDEAL ATTRIBUTES

In addition to the demonstrated ability to meet and exceed the responsibilities listed in the preceding section, the successful CDO will possess the following experience and attributes:

- Passion for Straz Center's mission, goals, and programs, with an understanding of and commitment to the performing arts;
- Ability and desire to represent Straz Center in the local and regional community, inspiring greater brand awareness, dedication, and philanthropic support;
- Emotionally intelligent and mature leader with the stature, energy, and experience to effectively engage and support colleagues, staff, volunteers, donors, and prospects;
- Proven track record of leading philanthropic growth and elevating fundraising programs for an earned income-driven not-for-profit organization;
- Experience in high level executive positions leading large fundraising staff teams;
- Proven ability to integrate an institution's marketing, public relations, and fundraising efforts to ensure a comprehensive expansion of public awareness and visitation;
- Passionate advocate who brings the proven ability to engage others in a manner that generates excitement, shared purpose, trust, and meaningful action;
- Excellent leadership, interpersonal, communication, and organizational skills;
- Strong verbal and writing skills, high attention to detail and follow-up, and excellent organizational and project management skills;
- High energy level, initiative, and consistent follow-through;
- Demonstrated record of successful major gift solicitations with the innovative design and execution of the identification, cultivation, solicitation, and stewardship strategies, including the involvement of leadership and volunteers in those activities;
- Ability to elicit, understand, and synthesize information and translate this information into compelling cases for support which motivate constituencies to give;
- Proactive player-coach who can ensure staff accountability and raise standards while personally demonstrating success in the frontline solicitation of defined and non-defined constituencies;
- Excellent communication skills (writing, proofreading, speaking, presentation, and listening) and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;
- Inclusive management and team building skills to help guide a results-oriented operation, while maintaining best practices, camaraderie, clear goals, and shared accountability;
- Strong manager with the demonstrated ability to recruit, lead, guide, and mentor a team and direct a results-oriented development program;

- Commitment to the highest standards of professionalism and best fundraising practices;
- Tactical experience managing donor databases and CRMs, with knowledge of database transitions preferred; and
- Bachelor's degree required; advanced degree preferred.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience.

DIVERSITY

David A. Straz, Jr. Center for the Performing Arts, Inc. is an equal opportunity employer committed to being an inclusive workplace and strongly believes in the importance of having a diverse group of individuals represented. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

To read more about Straz Center's commitment to diversity, please visit [Straz Center's website](#).

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

The Straz Center for the Performing Arts has retained Freeman Philanthropic Services, LLC to assist with this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at StrazCenterCDO@glfreeman.com.

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at The Straz Center for the Performing Arts is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.

TAMPA, FLORIDA



With its mix of historic architecture and modern landmarks, a culture infused with Cuban and Spanish flavors, vibrant business districts, and beautiful waterways, Tampa a wonderful place to work, play, and unwind.

Downtown is alive with urban parks, including the gorgeous Tampa Riverwalk, hip bars and innovative restaurants, shopping, and amazing restorations of turn-of-the-century buildings. For residents and visitors alike, there's no shortage of family fun in Tampa, whether it's walking the ecosystems at the Florida Aquarium, enjoying a pro football or hockey game, or riding a rollercoaster at Busch Gardens. For outdoors and adventure seekers who want to hike, bike, paddle or see wildlife, visit one of the Tampa area's many parks and preserves, such as Hillsborough River State Park in Thonotosassa or Lettuce Lake Park in north Tampa.

Tampa is known for being a great city for all ages and tastes, offering places to stay that fit any budget and catering to everyone, including families, outdoor adventure seekers, and foodies and wine connoisseurs.

The 2.6-mile Tampa Riverwalk connects the city's top cultural and entertainment destinations while taking in beautiful waterfront views. Starting at the bustling Heights Market at Armature Work, locals and visitors alike can access destinations including Straz Center for the Performing Arts, Tampa Museum of Art, Glazer Children's Museum, The Florida Aquarium, and many more attractions, bars, and restaurants.

With the dazzling combination of waterfront, authentic culture, cuisine, nightlife, and adventure, Tampa is ranked as one of the fastest growing economies and cities in the United States.