

# Gary Schiro

Goshen, Connecticut

[Garyschiro.com](http://Garyschiro.com)

*A writer and a proven leader in arts policy, program development, community engagement, creative placemaking, governance, finance and development, and capital project management.*

## EXPERIENCE

### **GARYSCHIRO.COM, Writer and Consultant, 2018 – present**

Working with individual artists and nonprofit organizations on fiction and nonfiction projects, public-relations, marketing, fundraising and capital project planning.

### **HUDSON OPERA HOUSE / HUDSON HALL Executive Director, 1998 - 2017**

Appointed as the first Executive Director of this multi-arts center with a mandate to restore the previously abandoned landmark facility and activate it with diverse, high-quality contemporary and community programming. Quickly transformed the organization into a welcoming and accessible place where diverse cultures and experiences are reflected and respected. Steadily developed capital and operating support to sustain it as a cultural and civic anchor for the region. The 1855 building is now fully restored and home to more than 900 cultural and educational events each year with an audience of more than 50,000.

#### **Highlights:**

##### Operations & Governance

- Managed professional staff of seven and multiple Board and volunteer committees
- Established on-going partnerships with municipal and county government and elected officials
- Expanded, diversified and professionalized Board
- Initiated and led numerous significant planning projects for Board and staff
- Managed strategic planning, feasibility & capitalization studies to meet long and short-term goals

##### Finance & Development

- Increased the annual fundraising income by ten-fold from \$60,000 to \$680,000
- Secured significant grants between \$100K and \$1.3MM from state, federal and private sources

##### Capital Project Management

- Leveraged \$9.5MM through a phased capital campaign
- Secured Federal Historic Tax Credits
- Initiated and fully managed 14 major capital improvement projects from design to completion

##### Programming

- Developed ongoing and extensive multi-cultural arts and educational programs
- Produced and presented artists from the US, Europe, Asia, Africa, South America and Scandinavia
- Commissioned two operas, one oratorio, and one theater work for family audiences

##### Marketing/Audience Development and Outreach

- Designed and implemented an extensive marketing and public relations campaign, established templates for outreach, audience development and diversification, and education
- Represented HH and cultural community in broadcast interviews with radio and television media

### **NEW YORK STATE COUNCIL ON THE ARTS Individual Artists Program**

#### **Program Director, 1995 - 1998, Program Associate, 1986 -1995**

- Directed \$1.8MM annually in grants for artists in theatre, music, visual arts, and media
- Selected and managed peer panels and prepared for presentation of Board review
- Developed policy and guidelines and advocated on a variety of issues impacting artists
- Represented the Council and its policies to the constituency and public
- Designed and implemented publications and services for artists
- Guided artists with proposal development and organizations that provide services to artists

## **NEW YORK STATE COUNCIL ON THE ARTS, Continued**

### **Press Officer, 1985 - 1986**

- Established and managed media contacts for the largest state arts agency in the nation
- Developed and distributed media releases, media kits and correspondence for agency
- Responded to requests from the press, public, and the New York State Legislature
- Advised Executive Director, Board and staff about news items relevant to the Council
- Coordinated media coverage for special events
- Acted as a liaison to other State Agencies

### **Assistant Director of Public Information, 1984 - 1985**

- Conceived, planned, researched, wrote, and edited Council publications
- Contracted and supervised designers and mailing and distribution services
- Appointed Records Access Officer for requests subject to the Freedom of Information Law
- Consulted frequently with legal counsel and standardized a system of response
- Advised Executive Director of potential conflicts related to FOIL requests
- Edited Agency records for disclosure and trained staff relative to FOIL

### **FERTILE GROUND, INC. Founder and Artistic Director, 1985 - 2000**

- A nonprofit that served artists and the public through innovative theatrical works
- Produced work Off-Off Broadway
- Developed *Seedling Project* to support artists through workshops and script development

## **EDUCATION**

**Harvard Business School**, *Strategic Perspectives in Nonprofit Management*, awarded full scholarship, 2011

**Goddard College**, Creative Writing/Playwriting, MFA, 1996

**Stony Brook University**, Theatre, BA, 1983

## **TEACHING**

### **NEW YORK ARTS PROGRAM/OHIO WESLYAN UNIVERSITY Guest Lecturer, 2013**

- Introduction to proposal writing for undergraduate artists in an NYC residency program

### **BANK STREET COLLEGE Adjunct Lecturer, New Perspectives Program, 2001 - 2012**

- Graduate-level fundraising and proposal writing class

### **PROPOSAL WRITING WORKSHOPS/NEW YORK STATE 2000 - 2012**

- Columbia, Orange, Rockland and the Westchester county arts councils

### **DUTCHESS COMMUNITY COLLEGE/POUGHKEEPSIE, NY Adjunct Lecturer,**

**Performing, Visual Arts and Communication Department, 1997 - 1998**

- Public speaking and effective communication course for an age-diverse student body

### **PERFORMANCE WRITING WORKSHOPS 1990 - 1998**

- Plays developed were produced Off-Off Broadway and in the Fringe Festival in Edinburgh

### **NEW YORK UNIVERSITY Guest Lecturer, Tisch School of the Arts, Dramatic Writing Program, 1991 - 1995**

- Ongoing guest lecturer for graduate and undergraduate courses in narrative structure

### **STONY BROOK UNIVERSITY Teaching Assistant, Department of Theatre Arts, 1983**

- Teaching Assistant in an undergraduate acting class

## BOARD SERVICE

**Center for Nonprofit Excellence**, Berkshire Taconic Community Foundation, 2012 - present  
**Alliance of New York State Arts Organizations**, Vice President, 2007 - 2010  
**New York Multi-Arts Center Coalition**, 1999 - 2002  
**Fertile Ground**, 1985 - 2000

## PANELS & LECTURES (Select)

**Governor's Conference on Sustainable Development & Collaborative Governance**, Speaker, 2016  
**American Planning Association**, Creative Economies & Socioeconomic Change, Speaker, 2015  
**NY State Council on the Arts**, Panelist for Presenting and Facilities, Chaired each panel, 2006-2014  
**Berkshire Taconic Community Foundation**, *Bright Spots and Balance Sheets*, Speaker, 2012  
**International Performing Arts for Youth**, Panelist 2012, 2009  
**Association of Performing Arts Presenters**, Youth and Family Programming Panel, 2011  
**League of Historic American Theaters**, Creating the Future, Speaker, 2011  
**NY State Quadricentennial Commission**, Culture and Education Task Force, 2009  
**Bard College**, Ethnomusicology, Guest Lecture, 2008  
**NY State Office of Parks, Recreation and Historic Preservation**, Grants Reform Task Force, 2007  
**Cornell University, Campus-Community Art Connections and the Creative Economy**, 2005  
**Imaginate - Children's International Theater Festival**, Edinburgh, Scotland, Delegate, 2005  
**Museum of Modern Art**, Intern Training Program, Guest Speaker, 1998  
**Pennsylvania Council on the Arts**, Interdisciplinary Fellowships Panelist, 1993

## WRITING - PUBLICATIONS

**Food52**, four essays on food and culture, 2019 and 2020  
**Mattatuck Museum**, Claudia DeMonte and Ed McGowin, catalog essay, 2018  
**National Center for Arts Research, SMU**, website article, *Arts Vibrancy*, 2017  
**League of Historic American Theaters**, website article, *Rehabilitation through Service*, 2011  
**Gloria Garfinkel, A Survey**, catalog essay, 2011  
**The Berkshire Review**, *Slow Dancing in West Virginia*, 2006  
**Poughkeepsie Journal**, *Building Community*, 2000  
**The Independent**, *Culture: Helping the Cash Registers Ring*, 2000  
**Taconic Newspapers**, *Border Crossings*, 2000  
**The New Paltz Observer**, *Heinz Meng* (Cover Story), 1999  
**Berkeley Art Museum**, Helene Aylon, catalog essay, 1995

## WRITING - PERFORMANCE WORKS

**MODEL CITY** - *Theatre Row Theatre, NYC, 1995*  
**NIAGARA FALLS AND SO DO I** - *Judith Anderson Theatre, NYC, 1995, Sculpture Center Series, 1994*  
**FREE FALL** - *Artists Space, 1994; Alice's Fourth Floor, 1993; Washington Square Church, 1992*  
**PERFECT CHERRY PIE** - *Theatre 22, 1992*  
**IT WAS SOMETHING LIKE THIS** - *Lewisohn Hall, 1991*  
**CIRCULATION** - *Dixon Place, 1991*  
**MIDNIGHT CLEAR** - *Theatre 22, 1990*  
**PETIT MAL** - *Dixon Place, 1989*

## AWARDS

**Columbia-Greene Community College**, President's Award for Excellence in Community Service, 2011  
**Art Matters Foundation**, Artist Fellowships, 1996, 1994 and 1992  
**MacDowell Colony for the Arts**, Residency Fellowships, 1995 and 1994  
**DeWitt Wallace/Readers Digest Fellow**, 1994  
**Millay Colony for the Arts**, Residency Fellowship, 1993