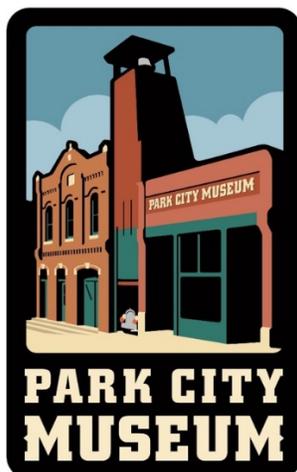


JOB PROFILE EXECUTIVE DIRECTOR PARK CITY MUSEUM, UTAH



The Park City Museum (PCM) seeks an experienced history-museum leader versed in historic preservation to direct a multifaceted organization. PCM is central to the life of this former mining town now renowned for its ski resorts and cultural activity. The new executive director will forge a productive partnership with a committed board and guide a staff eager for effective leadership. The executive director will oversee fulfillment of a new strategic plan to build on a solid fiscal and programmatic base, guiding sustainable growth by better engaging and exciting the community and its visitors. S/he will relish the chance to play a key role in creating a vision and finding the means to fulfill it. S/he will bring the resolve and political skills to advocate firmly with city government and area businesses that are also partners and supporters, and to form alliances among a rich array of potentially competing nonprofits. The new executive director will embrace the people and the natural setting of Park City as a local resident and active community member.

Opportunities

- Provide the leadership to pull the existing elements of a capable organization together into a vibrant whole.
- Help a financially stable museum with a passionate, supportive board and a record of strong fundraising step up to 21st-century operation.
- Evaluate and revise the exhibition program and expand on- and off-site education and service offerings.
- Further exploit the potential for earned income offered by the museum's Main Street location and an underutilized education and collections center.
- Work with an active nonprofit community offering mutual support and partnerships.
- Enjoy the help of dedicated volunteer groups promoting historic preservation.
- Live in a gorgeous setting with ample opportunities for outdoor recreation and an active cultural life.
- Continue developing the museum's partnership with the city to promote historic preservation.

Challenges

- The new director will have to get up to speed quickly to lead operations toward realizing, funding and sustaining its new vision.
- After recent executive turnover, staff needs an experienced leader to improve morale, set and achieve priorities in furtherance of PCM's strategy.
- An early focus will be improving and expanding relationships in the community.
- Promote and facilitate appropriate roles and relationships between board members and staff.
- The director has to balance diplomacy with firmness in advocating for historic preservation among supporters and stakeholders, including city government, resorts, and other businesses. Despite past support of preservation, it may compete increasingly with social issues and environmental protection in upcoming generation.
- Park City has a wide array of nonprofit organizations pursuing local support, which is generous but must be steadily cultivated.
- An aging membership base.

About the Park City Museum

The Park City Museum's mission is to preserve, promote and protect Park City's History and Heritage.



The Museum's roots lie in a small group that organized as the Park City Historical Society in 1981. They took over a successful exhibition on local history mounted by two women in the old city hall for the town's centennial in 1984. The popularity of the exhibition during the 2002 Winter Olympics, which were held nearby, led to a greater vision. Board members raised \$8.9 million to restore, expand, and transform the historic building, leased for a dollar a year for 99

years from the city, into a regional history center that opened in 2009. Located on Main Street in a tourist town, it drew 130,000 visitors annually before the pandemic. Permanent interactive exhibitions often praised by visitors as among the best they have seen convey the town's origins as a mining community. Traveling temporary exhibitions brought in augment the museum's offerings.





In 2017 the Museum opened a \$3-million, 3,500-square-foot center with climate-controlled collection storage and education program space. This new facility houses a popular lecture series. Other Museum programs include an annual tour of selected historic homes and walking tours of historic Main Street. The Museum plays an active role in cooperation with the city and volunteers promoting historic preservation. The city Planning Department relies heavily on Museum for its archives and compensated research services in regulating changes to historic structures. PCM advocates for preservation, monitoring and holding the city and ski resorts to agreements. A group affiliated with the Museum, the Friends of Ski Mountain Mining History, advocates for upkeep of mining structures currently on resort properties. The Museum recently assumed ownership of the historic Glenwood Cemetery and has offered virtual tours during the pandemic.



Audience at one of the Museum's popular lecture programs



A portion of the Museum's permanent exhibition

Well located in the center of town, the Museum attracts a strong tourist audience to its gift shop and exhibitions. There is room to grow programs, expand participation, and reach out to new audiences, including younger people and the Latinx residents now comprising a quarter of the local population.

Since a recent change in long-time executive leadership, an interim director has been upgrading the Museum's fiscal management and improving membership retention. Staff members look forward to a leader well-versed in museum practices.

A working board of founders has evolved over time toward a governing board that includes newer members with fresh perspectives. There are some differing aspirations, but the board is a compatible, passionate group. Several past and present board members are community leaders

who offer political support. There is consensus around the need for a director with comprehensive understanding of history-museum operation to tie the board, staff, and volunteers together in pursuit of a common vision. A new strategic plan will define the right mix of museum exhibitions and programs, historic preservation, and community participation for a sustainable scale of operation.



Cars from an underground ski lift adapted from a mine tunnel



A station in the annual historic house tour

Candidate Profile

Key Responsibilities

- Act as public face of the museum, maintaining existing partnerships and forge new ones.
- Resume a strong role advocating for and helping facilitate preservation of historic structures in the community.
- Complete recent efforts to bring business practices and financial management up to standard. Oversee transparent, efficient operations.
- Play a central role in all aspects of fundraising, especially cultivating and soliciting individuals.
- Increase participation and support from local, year-round residents by increasing the relevance and appeal of exhibitions and education programs to them.
- Lead a team of dedicated professionals, setting the course and ensuring progress toward common goals without micromanaging.
- Add to and possibly restructure the staff to support planned growth and greater community engagement.

Qualifications

- Strong knowledge of and experience in the history museum field; MA in museum studies, public history, or a related field desirable. Dedication to and knowledge of historic-preservation standards and practices. Knowledge of the history of the American West will be advantageous.
- At least five years running a nonprofit organization or a department within one.
- Demonstrated skills managing personnel, finances, and museum operations.
- Enthusiasm for and record of success in fundraising.
- Sociable personality and willingness to be the face of the organization. A community and connection builder.

- Firm but diplomatic. Politically adept. Able to maintain museum and preservation standards and negotiate effectively with board and outside entities.

About the Region

Park City is situated amidst the Wasatch Mountain Range 32 miles east of Salt Lake City, Utah. A small settlement along a road to Salt Lake in the 1850s, the town's story began a dramatic turn in 1868 when soldiers prospecting for precious metal found rich veins of silver, copper and lead. The first mine, the Flagstaff, was established in 1871. Word got out and within a few years Park City grew to be the richest mining district in the West. Its population of 8,000 people, among them 23 millionaires, supported five mining companies, schools, churches, an opera house, and many elegant shops and saloons. As the price of silver declined so did Park City until a redevelopment loan awarded in 1962 helped build a ski area with the longest gondola in North America.



Remnant mining structures



Interest in skiing increased with further resort development and ultimately the Olympics in 2002. Now with the huge Park City Resort and the Deer Valley Resort, Park City is a skiing mecca. The Sundance Film Festival, the Kimball Art Festival, the Utah Bike Tour, and many music venues have made the town a cultural center as well.

Park City is 7,000 feet above sea level. The climate features 300 days of sunshine. Summers are cooler than in Salt Lake. There is little air pollution. The community has set aside conservation land ringing the town, with approximately 400 miles of recreational trails. Park City draws not only skiers, but hikers, mountain bikers, anglers, and other outdoor enthusiasts.



The city has an authentic feel due to its careful preservation of nineteenth- and early twentieth-century buildings, especially along Main Street where the Museum is located, and preservation is a priority of city government as well as many residents. Skiers ride lifts over and ski by remnant mining structures, also the objects of preservation efforts.



The town's growing population is a diverse mix ranging from blue-collar to billionaire part-time seasonal residents, with natives and newcomers living here year-round. About a quarter of the population is Latinx. People move there from elsewhere to raise families, and the schools are good. Many seasonal homeowners and vacationers become permanent residents. This influx has driven up real estate prices right in Park City, though more affordable options are available in other nearby towns within the school district. Locals are known as warm and friendly. They say the town has a good community feel among residents and there is often an atmosphere of excitement among visitors. There is an active cultural life in town, and museum staff say that there is always something to do.

Park City has a deep, robust field of nonprofit organizations. The directors of these are a close, mutually supportive group. The Park City Community Foundation, which supports nonprofits with grants, hosts quarterly meetings of directors. While there is competition for charitable dollars, it is a generous community.

HOW TO APPLY

Nominations welcome.

Apply in confidence: Email cover letter, résumé or CV (Word documents preferred), salary requirement, and names of 3 references with contact information by March 15, 2021 to retained search firm: Scott Stevens, Senior Search Consultant, Museum Search & Reference/Marilyn Hoffman at: SearchandRef@museum-search.com. References will not be contacted without prior permission of the applicant. EOE.



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