

Shelley Brown



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Experience

Shelley Brown Consulting, LLC, Bethesda, MD

June 2015 – present

President

Established Arts and Entertainment consulting business. Services include talent buying, strategic business planning and event production and management.

Strathmore Hall Foundation, North Bethesda, MD

Jan 1998 – May 2015

VP for Programming and Artistic Director

Established and grew programming department from \$50,000 in artist fees annually to \$2.2 million in artist fees. Helped increase balance sheet assets by 11 million. Set organizational artistic agenda. Selected artists, researched worthy projects, designed thematic concepts, established budget and produced music, dance and educational programming for regional arts center with annual operating budget of 9 million.

Produced and presented more than 300 performances for Music Center at Strathmore (1800 seats) with a net profit total of more than \$ 3 million over 9 years. Organized programming for smaller venues and festivals. Forecast expense and revenue projections and produce more than seventy concerts annually. Develop fundraising strategy and grant applications. Manage programming department and coordinate programming team. Promoted from VP of Marketing and Rental Coordinator.

Thematic Team Mentor

2011 – 2013

Guide teams through the process of selecting a leader, developing an idea, conducting research articulating a thesis, budget construction, funding prospect research and evaluating overall feasibility.

Artist in Residence Program – Initiated and developed curriculum for arts management professional development program. Hired workshop faculty.

The John F. Kennedy Center for the Performing Arts, Washington, D.C.

1988 – 1998

Festival Manager, Programming Department

Grew sustainable free programming by adding \$1 million Millennium Stage program. Developed, booked, and managed events. Selected performers, negotiated contracts and coordinated performances. Consistently met income goals and deadlines. Credits include: booking and management of sold-out performances in the Concert Hall and Terrace Theater; major international programs including Kennedy Center Festival of Australia; and diverse local performances. Developed initial programming and management plans for nightly free Millennium Stage Series, Open House Arts Festival, and Holiday Celebration. Oversaw project management and line item accounting for each festival. Promoted from Theater Press Coordinator.

Education

George Washington University, School of Business & Public Management – 3.7 GPA *M.B.A.* 1993

Connecticut College, Double major English/Economics

B.A. 1988



Consulting

Pittsburgh International Festival of First

April 2004 – Aug 2004

Co-developed marketing and public relations plan for initial season of Pittsburgh International Festival of Firsts (U.S. premieres of International Arts Companies) for Stevens Advertising Agency. Assisted establishment of media advertising plan, message development and collateral design to advance goals of Pittsburgh Cultural Trust.

Shaw Arts Block, Baton Rouge, LA

February 2003 – April 2003

Consulted with Baton Rouge Area Foundation, the primary funder for the Shaw Arts Block, a consortium of arts organizations including a gallery and fine art museum owned by a university, community theater, and local arts council, regarding organization structure and proposed arts incubator plan. Recommendations for staffing structure, reporting relationships and financial accountability systems were made in final report.

Producing Credits

- Wrote and produced *Free to Sing: The Story of the First African American Opera Company* 1998
- The Stravinsky Festival
- Discover Ellington Festival
- The Jazz Samba Project
- The Ives Project
- Washington Area Timeline Concert Series – 64 weekly concerts
- Tribute to Ella Jenkins concert for Strathmore/ Smithsonian Folkways DVD
- Festivals including Traditional Music Festival, Jazz Festival, and Circus Festival.

Other

Awards, Board Activities and Volunteer Positions

- St. Columba Episcopal Church, Volunteer Usher 2000 - 2015
- Saint Augustine Catholic Church
2008 Honored as Distinguished Friend of Saint Augustine
- Washington Area Music Association
2004 Executive of the Year
- 2004 Special Achievement Award for the Timeline Concert Series
- Gave 2009 Key Note speech at the annual WAMMIE awards
- 2003 Tellie Award for Promotional Video production
- Wood Acres Elementary PTA Chair Visiting Artist program 2000
- Montgomery County Convention and Visitors Bureau, Board Member, 1998 – 2000
- National Cherry Blossom Festival Board Member, 1995-1998
- National Kidney Foundation, Founding Board Member, Thrive,
Outstanding Volunteer Award, 1994
- Grant panelist DC Commission for the Arts and Humanities 2011
- Grant Panelist for Montgomery County Arts Council 2007

Conference Participation

- Performing Arts Exchange 2005 – 2013
- Arts Mid-West 2008
- Association of Performing Arts Presenters 2004 – 2015
- The Washington Post Digital and Business Decision Makers Summit 2009
- Pollstar Live, LA 2010
- IEBA 2012

Other interests: American music, Musical Theater, Astronomy, Washington D.C. history, mandolin, creative writing including poetry, swimming, drawing and collage.

References attached