

## Position Profile

# Executive Director, Red Butte Garden

September 2021



## THE INSTITUTION

The state's oldest and largest institution of higher education, the **University of Utah** is the flagship university of the state and boasts 18 schools and colleges and offers more than 100 undergraduate and 90 graduate degree programs to more than 32,000 students. The University is noted for its research profile (Research Highest), its diversity of ideas and people, its stunningly beautiful setting and the warmth, friendliness, and collegiality of its faculty, staff, and students.

A community of students, staff, and scholars, the University of Utah, affectionately called the U, is dedicated to the advancement of knowledge through innovative research; the education of future citizens, professionals, and leaders; and scholarly and creative pursuits that preserve and enlarge our understanding of the human condition. This is accomplished in an open environment that invites active participation from and interaction among all voices in a tradition of civilized discourse.

The University of Utah is a complex institution that serves the people of Utah, and beyond, in numerous ways while also conducting fundamental research and scholarship of international import. As a premier research university, the U is committed to building world-class research programs and attracting and retaining the best faculty from across the nation and throughout the world. The University is strongly committed to delivering outstanding undergraduate, graduate, and professional education that prepares students for leadership roles in Utah, the country, and the world. The University's partnership with the state is reflected in a deep commitment to providing education for Utah's residents and service in the University's local and regional communities. With revenues in excess of \$5 billion (FY20), the university is considered one of Utah's primary economic engines and is among the state's largest employers.

President Taylor R. Randall became the 17th President of the University of Utah in August 2021. He had served as the dean of the David Eccles School of Business at the University of Utah. Under his leadership, the Eccles School has gained a national reputation as a place of innovation, garnering top 10 entrepreneurship rankings for both undergraduate and graduate programs. During his time as dean, the value of an Eccles School education has increased dramatically. Experiential learning opportunities have expanded along with the institutes and centers that offer invaluable experience to students in fields ranging from finance to social impact to policy creation.

The University is located on a beautiful campus of 1,500 acres in a cosmopolitan city where there is true balance of life, including access to the finest outdoor recreational activities and cultural pursuits.

**To learn more:** <http://www.utah.edu>

**Location:** Salt Lake City, Utah

Red Butte Garden is located close to hundreds of miles of hiking and biking trails in the nearby Wasatch and Uinta mountains as well as several world class ski resorts and a multitude of backcountry skiing opportunities. Additionally, there are seven major national parks within a half-day's drive, several national monuments, and extensive public land holdings which afford many opportunities for camping, river running, fishing, and other outdoor activities.

## RED BUTTE GARDEN

Red Butte Garden, a part of the University of Utah, is the state's premier botanical garden and the largest botanical garden in the Intermountain West. Located adjacent to and immediately east of the University campus on the foothills of the Wasatch Mountains, it is composed of 100 acres of themed gardens and natural areas. The Garden also jointly stewards, with University Facilities Management and the Office of General Counsel, the University of Utah's Heritage Preserve, a protected "green space" consisting of 435 acres of undeveloped land on the University's east bench.

Located on the eastern side of Salt Lake City, the Garden is part of the Foothill Cultural District, a remarkable community of artistic, cultural, historic and zoological attractions – all forming jewels in the geographical necklace encircling the nearby foothills east of the Salt Lake Valley. The four-season climate brings warm, relatively dry summers and mild winters. There are many days when you can ski in the mountains in the morning, golf in the afternoon, and hike or bike in the evening.

Renowned for its award-winning gardens and beautiful floral displays, including its springtime display of half a million blooming bulbs, the Garden also hosts an outstanding outdoor summer concert series and award-winning educational programs. Additionally, it serves as a multi-purpose facility for weddings and other special events and has been recognized for its groundbreaking plant research and conservation program. Red Butte Garden is a community-oriented botanical garden with a primary purpose of attracting visitors to the Garden and its programs, thus functioning as a portal for the public to the University of Utah. The Garden hosts over 200,000 annual visitors and has over 12,500 members.

### **Mission Statement:**

To connect people with plants and the beauty of living landscapes.

### **Vision Statement:**

A community that understands, values, protects, and is enriched by the world of plants.





While part of the University, Red Butte Garden operates with a great deal of autonomy and limited University financial support. An advisory board provides a community voice, assists with fundraising, long-range planning, policy development, strategic planning, and special events. The Garden operates on a \$10,500,000 annual operating budget with an active roster of over 400 volunteers and a full-time staff of 54. In fiscal year 2019-20, the Garden's operating budget came from the following sources:

- 51% Concerts
- 15% Zoo, Arts & Parks (ZAP) county tax
- 5% Membership dues
- 8% State of Utah/University of Utah
- 2% Private donations
- 5% Receptions and rental events
- 3% Admissions
- 4% Gift shop
- 2% Programs and events
- 5% Miscellaneous sources

Over the Garden's 35-year history, approximately \$40,000,000 in private funds have been raised to build display gardens, an amphitheater, visitor center, Rose House and Orangerie event venues, and horticultural support facilities which include 14,000 square feet of greenhouses and a recently opened 15,000 square foot operations center. Every capital improvement at the Garden has been funded by private donations.

The Garden has experienced robust growth over its 35-year history and the University intends for this trend to continue. Remaining true to its vision of creating a community that understands, values, protects, and is enriched by the world of plants, Red Butte Garden is working towards expanding its role as an outreach arm of the University. This involves expanding its garden collections, becoming a leader in water conservation efforts and education, creating the next generation of plant and garden lovers, and increasing its visibility in the community.



# THE OPPORTUNITY

Red Butte Garden has launched a nationwide search for a new Executive Director (ED). The ED will build upon the Garden's strong foundation to increase the organization's visibility, extend its educational programs, strengthen its financial resources, update and implement its Master Plan for future growth, and generally continue to expand the Garden's local and national influence and recognition.

The ED reports to the Chief of Staff in the Office of the President and works closely with a variety of departments within the University, the Garden's Advisory Board, and Garden staff to develop and implement the strategic vision, priorities, and policies of the Garden. The ED is directly responsible for the overall management and direction of Red Butte Garden.

## **Responsibilities:**

- Providing a strong voice as an advocate for the Garden and its needs within the University community;
- Directing, mentoring, and developing staff in an inclusive work environment;
- Formulating the annual budget and monitoring expenditures and revenues on a regular basis;
- Developing donor, sponsor, and patron relationships and raising funds to support the Garden's operations, programmatic initiatives, capital development goals, and planned giving program;
- Evaluating ongoing programs and the development of new program initiatives;
- Overseeing all risk management efforts related to the gardens, facilities, and events;
- Providing expertise and guidance on the development and implementation of a new master plan, strategic plan, and interpretive master plan;
- Ensuring that new gardens, facilities, and other developments meet the aesthetic standards established by existing facilities;
- Providing the Garden's Advisory Board with meaningful involvement in the organization and opportunities to assist in the development of long-range plans, strategic plans, fundraising, special events, marketing, and other primary functions of the Garden;
- Representing the Garden as the primary spokesperson to all constituencies, including the media, University of Utah, State of Utah, donors, members, volunteers, and the local community.



# QUALIFICATIONS

## Minimum Qualifications:

- Bachelor's degree and evidence of continuing education commensurate with being a thought-leader;
- At least five years of leadership experience, preferably within a largely self-funding organization that has a large membership base and volunteer program;
- A record of experience that includes planning, budgeting, fundraising, and supervision of staff;
- Experience marketing a mission and being the "face" of an organization in the community;
- Demonstrated commitment to engaging with and creating access for underrepresented communities.
- A forward-thinking leader with a record of developing and participating in the implementation and achievement of strategic plans/objectives and financial goals;
- Strong business sense and financial acumen, with the ability to understand the reality behind the numbers and to manage accordingly;
- Notable operational skills as evidenced by knowledge of finance, information systems, contracts, and the organizational dynamics of a not-for-profit organization;
- Strong aptitude for fundraising within a university or non-profit organization;
- Skilled at public communications, with exceptional speaking and writing capabilities;
- Comfortable with current trends in the use of digital media and technology for marketing, fundraising, education, and operations.

## Preferred Qualifications:

- Advanced degree – Masters or Doctoral;
- Eight or more years of leadership experience, preferably within a largely self-funding organization that has a large membership base and volunteer program;
- Background in horticulture, botany, or a related discipline;
- Experience with the presentation of concerts and other performing arts or large public events.

## Successful Candidate Must Be:

- An empathic, ethical person of unquestioned integrity and personal character who honors commitments, communicates expectations clearly, deals with people in a straightforward fashion, and maintains a strong team within the organization;
- A polished and self-assured professional who will successfully interact with people of influence;
- An individual who makes good decisions and performs well under pressure;
- A charismatic individual who will embrace promoting the Garden and building relationships within the community;
- A visionary, entrepreneurial and strategic thinker who is organized and plans well while bringing enthusiasm and innovation to the task at hand;
- A diplomatic person who is able to deal effectively with a wide variety of constituents while also possessing the executive presence necessary to perform successfully at senior levels;
- A committed person who passionately adopts the Red Butte Garden mission and is able to communicate it to others;
- A socially conscious individual committed to resource conservation and environmental sustainability.





## PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by October 19, 2021 will be given first consideration.** Please submit a PDF version of your CV/resume and letter of interest upon application. All applications and nominations will be held in confidence.

To apply online go to: <https://theapplicantmanager.com/jobs?pos=su264>

**For more information or to offer recommendations or nominations:**

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# SALT LAKE CITY, UTAH



Along the east bench of Salt Lake City, the University of Utah is nestled into the foothills of the beautiful Wasatch Mountains. At the edge of campus – which encompasses the state arboretum – a natural stream winds its way through Red Butte Garden and a well-maintained hiking and biking trail crosses paths with the Natural History Museum of Utah.

Salt Lake City offers a spectacular mix of city life and nearby natural solitude, with plenty of family-friendly activities throughout Utah’s four lovely seasons. Utah’s capital city has an increasingly diverse population of approximately 192,700 and has become a welcoming destination city for refugees, fostering an exceptional variety of diverse community cultural events.

Visitors are greeted by warm, friendly people, clean streets, and a relaxed but active atmosphere. Walkable and bike-friendly neighborhoods lend to the safe, small-town feel of one of the 50 largest metropolitan markets in the U.S.

*“Salt Lake City has the feel of both a larger city and a smaller community”* –DR. JASON CASTILLO

University of Utah Faculty Member

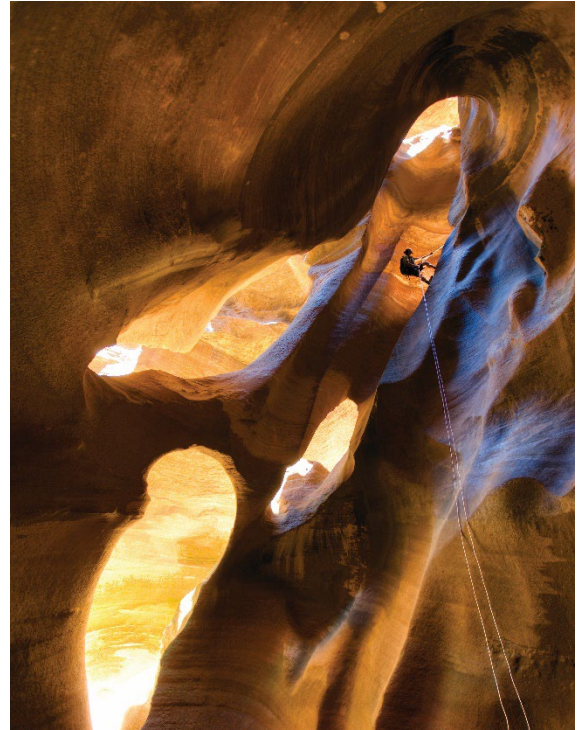




## EXPLORE THE GREAT OUTDOORS

Utah is home to five stunning national parks and five national monuments, with six more national parks within a day's drive of Salt Lake City. There are also seven world-class ski resorts within 30 minutes of the U campus. While Utah's ski resorts boast the "greatest snow on earth" in the winter, many also offer a range of fun summer activities, including family movie nights, thrilling zip lines, decadent spa services, scenic tram rides, hikes through fields of wildflowers, and brunch with breathtaking views.

Hundreds of miles of hiking and biking trails are easily accessible from the U campus, but a short drive (or a ride on public transit) opens up countless options. Quiet alpine lakes, beautiful aspen forests, and unbeatable views from mountain peaks reward hikers of all skill levels.



*"Salt Lake City is amazing, offering such a rich diversity of activities. From the arts to the outdoors, the adventures seem endless and I am excited to continue exploring all the city and surrounding area have to offer."* –DR. ADAM HANLEY

University of Utah Faculty Member





### SAVOR ART, MUSIC AND MORE

Utah has a rich tradition of film, music, and art that draws in and inspires people from around the world. While the internationally-acclaimed Sundance Film Festival is based in Park City – a short and scenic 30-minute drive from the U campus – many Sundance films are also screened in downtown Salt Lake City during the annual event. Two independent Salt Lake City theaters bring back many Sundance films throughout the year, along with many other documentaries and international films.

Ballet West, the Utah Symphony, Utah Opera, and the Utah Shakespeare Festival are just a few of the performing arts treasures of the state. Salt Lake City hosts multiple outdoor concert series every summer, as well as a multi-day arts festival and monthly gallery strolls. Professional, Broadway-caliber live theater is readily available at the Eccles Theater – an exciting new performing arts center in downtown Salt Lake – and at a number of the city’s playhouses, including the University of Utah’s own Pioneer Theater Company.

Salt Lake City’s many concert venues host some of today’s hottest names in music, as well as local talent bound to go big. Affordable performances by musicians in all genres guarantee something for everyone.

### INDULGE YOUR “FOODIE” SIDE

Utah is consistently praised for its remarkable local food scene, as well as its award-winning craft breweries and distilleries. Inventive and locally sourced cuisine, impressive beer bars, creative restaurateurs, and thoughtful sommeliers have earned Salt Lake City a place in the hearts of foodies around the country.

Salt Lake City hosts bustling farmers markets in the summer and winter, featuring a variety of local produce, grains, protein, and crafts. The U also enjoys a smaller farmers market in the fall, with fresh produce grown in the campus’ two edible gardens.



*“The increasing diversity at the U and its surrounding community means you can find incredible Latino food in the West Salt Lake City and Asian markets dotted throughout Utah.” – DR. ANNIE FUKUSHIMA*

University of Utah Faculty Member



### **SPEAK UP AND GET INVOLVED**

Visitors are often surprised by Salt Lake City's progressive, civically engaged social justice advocates. Free events throughout the city – planned by a wide range of organizations – foster ongoing discussions about some of the state's and country's most pressing issues. The state capitol and legislators are easily accessible, enabling voters to engage lawmakers in these discussions.

In 2015, the state passed a landmark anti-discrimination bill, protecting LGBT people from employment and housing discrimination. Salt Lake City's annual Pride Festival is one of the largest in the nation and often includes Utah's openly LGBTQ elected officials. In 2016, Utah voters elected the first transgender U.S. Senate nominee from a major political party.

Active cooperation and coordination between lawmakers, scholars, and residents have led to innovative approaches such as the Housing First initiative. Housing First's success in moving people who experience chronic homelessness off the streets has been lauded across the country and is serving as a model for other states.

### **SCORE GREAT SEATS**

Utah has fans! The University of Utah's football, gymnastics, basketball, swimming, and baseball teams have plenty of loyal fans. Utahns also enjoy cheering for the state's NBA team, the Utah Jazz; the Triple-A baseball team, the Salt Lake Bees; and the Major League Soccer team, Real Salt Lake.

With the Salt Lake International Airport just minutes from downtown, and Las Vegas, Los Angeles, and Denver within a day's drive, it's easy for fans to cheer on their favorite teams at away games.

