City of Memphis
TENNESSEE

JIM STRICKLAND
MAYOR

June 7, 2016

Councilman Philip Spinosa, Jr.
Chairman, Personnel, Intergovernmental & Annexation Committee
Memphis City Council
125 North Main Street
Memphis, Tennessee 38103

Dear Councilman Spinosa:

Subject to Council approval, it is my recommendation that:

Marìa Muñoz-Blanco

be appointed as Director of Parks with a salary of $126,000.

Respectfully,

Jim Strickland

cc: Memphis City Council

María Muñoz-Blanco

514 Heater Drive, Cary, NC 27511 | (713) 303-7017 cell | munozblanc@aol.com and munozblanc@gmail.com

Public Sector Executive

Experienced public administration professional with successful track record in organizational management and delivery of programs for multiple audiences. Hands-on executive with expertise in budget and personnel management; marketing and communications; evaluation; resource development, and customer service. Excellent bilingual skills and multicultural experience.

- Budget management
- Capital projects
- Public venue management
- Staff development and training
- Public Policy
- Public/private partnerships
- Philanthropy and grantmaking
- Resource development (earned and contributed)
- Strategic planning
- Community and stakeholder relationship management
- Marketing and public relations
- Contract management
- Assessment and evaluation

Selected Accomplishments

- Achieved high ratings in customer satisfaction for department's programs (top 5 city services in annual Dallas Citizen Survey 2011-14); opportunity to attend arts/cultural programs ranked 2nd for five consecutive surveys
- Prepared and managed operating budget of more than $19 million, meeting annual revenue goals (earned and contributed)
- Completed key capital projects to strengthen the cultural infrastructure of the 9th largest city in the U.S., including opening the Dallas City Performance Hall and leading master planning process for the Frank Lloyd Wright-designed Kalita Humphreys Theater
- Launched artshound.com in Houston, a city-wide calendar and information resource using the Artsopolis platform
- Managed a wide range of public art projects, working with emerging and established artists, in locations ranging from branch libraries to airport terminals
- Increased programs for young people by establishing after-school and summer camps in neighborhood cultural centers

Professional Experience

Executive Director of Cultural Affairs, Miami Dade College (October 2014-June 2015)

Provided leadership to the college's cultural divisions (Miami International Film Festival, Miami Book Fair, MDC Live Arts, Teatro Prometeo, Koubek Center, Tower Theater, and MDC Museum of Art + Design), with combined $5 million budget and 30 FTE. Directly supervised 6 staff.

- Assessed divisions to identify areas for future improvement, including analyzing audience attendance. Provided guidance to senior staff in the development of future programs to reverse audience decreases experienced in the past.
- Reviewed and approved communications materials including press releases, e-newsletters and printed materials.
- Supervised resource development activities, including the implementation of marketing sponsorships to ensure delivery of benefits to corporate partners.

Director of Cultural Affairs, City of Dallas Office of Cultural Affairs (January 2006–September 2014)

Directed operations of city department with four functional divisions (arts venues, grants, public art and radio station). Managed $19 million operating budget. Directly supervised 11 FTE; indirectly supervised 70 FTE. Key functions include public policy; community affairs; facility development and operations; design and delivery of visual and performing arts events; budget; personnel; revenue generation; and public/private partnerships.

- Represented the department in the community and with internal/external stakeholders, including public officials, business partners, community representatives and nonprofit organizations.
- Coordinated the evaluation and assessment of the department's personnel and programs. Developed performance metrics that aligned the department's programs with the overall city service strategies.
- Managed, directly or through long-term public/private partnerships, the operations of 23 city-owned arts venues (combined totaling over 1 million sq. ft.) that provide year-round programs including exhibitions, festivals, classes and performances

that served over 4 million people annually. Facilities included museums, performing arts venues, and multi-disciplinary arts centers such as the Morton H. Meyerson Symphony Center, the Majestic Theater, and the Latino Cultural Center.

- Supervised the operations of WRR 101-FM, a self-sustaining 100,000-watt commercial radio station owned by the City of Dallas. The station provides 24/7 classical music programming. From 2006-09, supervised the City's cable channel (funded through cable franchise fees).
- Oversaw the City's Public Art Program, which commissions artists to create artworks for public spaces and facilities. Since 2006, over 40 new projects have been completed, with local, national and international artists at locations ranging from neighborhood fire stations to the new terminal at Dallas Love Field airport.
- Directed the implementation of the department's external affairs strategies to expand resources and inform the public about agency's services. Resource development strategies included the cultivation of corporate partnerships for the Latino Cultural Center and the development of naming sponsorship opportunities for WRR radio programming. Wrote or supervised the writing of grants to funders such as the National Endowment for the Arts, Mid-America Arts Alliance, BBVA Bank and Target. PR Strategies included activating the department's presence in community events such as CBS Fall for the Arts; launching the department's social media efforts in 2009 (one of the first city departments to use social media for communications); and implementing city-wide collaborative projects, such as Dallas Arts Week and Hispanic Heritage Month at WRR Classical Radio, to expand awareness and participation in the arts.
- Worked with 18-member board, appointed by Mayor and Council, in the implementation of grant programs including oversight of application, review, approval and evaluation processes.
- Expanded the department's engagement in youth programs, developing summer art camps and family weekend programs through the Thriving Minds partnership with the Dallas Independent School District and Big Thought, a nonprofit entity.
- New initiatives during tenure included the opening of two new venues, the Dallas City Performance Hall in the Dallas Arts District, and the neighborhood-based Oak Cliff Cultural Center; the launch of a theater matinee series targeting older audiences, called One-Thirty Productions; and the completion of a $3 million public art program at Love Field Airport.

EXECUTIVE DIRECTOR, Cultural Arts Council of Houston & Harris County (June 2002–December 2005)

Chief executive officer for nonprofit organization with $8.4M operating budget that served as the private partner of a public/private partnership with the City of Houston. Key functions included community/public affairs; grant program; budget; personnel management; fund development; and strategic planning.

- Updated program policies and organizational structure to streamline the organization and to foster a closer working relationship with the City of Houston. Reorganized staff resources, consolidating program areas to maximize capacity to provide services to the constituents. Revamped Grant & Services Program by improving review process and implementing a two-year application process.
- Represented the organization in meetings with public officials, business and foundation leaders, and nonprofit partners.
- During the first year at the agency, developed fundraising plan for organization, reaching goal of $150,000 in corporate, foundation, federal and individual giving in the 12-month period. Fundraising efforts for the next two years, in partnership with board members, garnered over $500,000 in private sector support for special initiatives.
- New initiatives included the development of a city-wide web arts portal, www.artshound.com; publishing the quarterly *HoustonArtsView;* the establishment of Space 125 Gallery dedicated to present the work of local artists; and securing Houston's participation in the *American Express National Arts Marketing Project, MetLife Foundation National Arts Forums* and LINC (*Leveraging Investments in Creativity*).

DEPUTY DIRECTOR, Fulton County Arts Council, Atlanta (October 1997–May 2002)

Executive-level position in the largest public arts agency in Georgia. Key responsibilities included grantmaking, public art coordination and agency-wide special projects. Managed $3.5 million budget and supervised 3 staff.

- Managed the agency's core program, which provided $3.5 million in grants to over 90 nonprofit cultural and community organizations. Supervised the implementation of the *Public Art Program*, completing 16 projects at senior centers, libraries, parks and other community facilities. Developed management assistance workshops for nonprofit cultural groups.
- Accomplishments included the implementation of the first international program for the department, a multi-year partnership for cultural exchange with a nonprofit fine arts press in South Africa that resulted in a biannual exhibition and catalogue; introduction of multi-year application and review process in the grant program; and the development of a strategic plan for the youth arts education program, developed in partnership with national consultants and key stakeholders.

SENIOR PROGRAM MANAGER, Connecticut Commission on the Arts, Hartford (October 1996–September 1997)

- Managed two grant programs: *Arts Partnerships for Stronger Communities* and the *Expanded Participation* operating grants, both directed to small and midsize arts groups. Coordinated the Commission's *Visual Arts Gallery*, which presented regular exhibitions of the work of Connecticut artists.

STATEWIDE INITIATIVES PROGRAM COORDINATOR, North Carolina Arts Council, Raleigh (May 1994–September 1996)

- Administered grant programs for visual and media artists and served as the 'junior' member of a three-person team that administered organizational grants. Responsibilities included managing the peer panel process; monitoring grants; and promoting the opportunity to artists statewide through workshops and presentations to artists groups.
- Managed 13 projects of the *Artworks for State Buildings Program* (percent for art) in locations throughout the state, including the university system, government buildings, and a residential hospital.

SENIOR PUBLICATIONS SPECIALIST, Latin American Journalism Program, Florida International University, Miami (1992–April 1994)

- Held editorial and desktop publishing responsibilities for three Spanish language publications distributed primarily through Central and South America (a quarterly journal, a monthly newsletter, and an annual media directory). During this time, enrolled at Florida International University's School of Journalism & Mass Communication in the graduate program in Mass Communication / Public Relations.

CURATOR (EXHIBITIONS), Meadows Museum, Southern Methodist University, Dallas (1989–1990)

- Managed special exhibitions program that featured four to five special exhibitions annually, a combination of traveling and in-house curated exhibitions. The exhibition program focused on the arts of Spain and Latin America, reflecting the scope of the collection gifted to SMU by the late Algur H. Meadows.
- Coordinated publication of exhibition catalogues, museum newsletter and exhibition press releases.

ASSISTANT REGISTRAR, The Wolfsonian Foundation, Miami Beach (1987–1988)

- Held registration and collections management responsibilities for museum in the development stage for the collection of Miami Beach collector Mitchell Wolfson, Jr. Member of the registration team that processed acquisitions made by Mr. Wolfson, which included a broad array of objects including prints, jewelry, furniture and other decorative arts objects.

OFFICE SKILLS: Extensive experience working with PCs for word processing, spreadsheets, database, e-mail and Internet usage. Proficient with Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

- Graduate studies towards **Master of Science in Mass Communication / Public Relations** (completed 30 of 36 credits required for degree), Florida International University, Miami (1992–1994)
- **Master of Arts in Art History**, Rutgers-The State University of New Jersey, New Brunswick (1987)
- **Bachelor of Arts in Art Theory**, *magna cum laude*, University of Puerto Rico, Mayagüez (1984)