



Jeff D. Larson

Contact

HOME

2116 Milwaukee Ave.
Minneapolis, MN 55404

PHONE

612-276-2350

EMAIL

jeff@artsprogress.com

WEB

artsprogress.com

Education

1998 | B.S.

MARKETING

Carlson School of Management
University of MN-Twin Cities

1999 | B.A.

THEATER DIRECTING AND LIGHTING DESIGN

University of MN-Twin Cities

1999

LINCOLN CENTER DIRECTORS' LAB

Lincoln Center Theater, NYC

Experience

2016 – PRESENT

CONSULTANT

ARTS PROGRESS | Minneapolis, MN

Areas of focus include: Festival, project and event management, organizational development, strategic planning, Executive-level job searches, marketing planning and execution, social media, corporate sponsorship, and CRM design and training

Present/recent clients include: Mixed Blood Theatre, Forecast Public Art, The O'Shaughnessy at St. Catherine University, Young Artists Initiative, Frank Theatre, Theater Mu

2013 – 2016

EXECUTIVE DIRECTOR

MINNESOTA FRINGE FESTIVAL | Minneapolis, MN

Responsible for all day-to-day operations of the Midwest's largest non-juried performing arts festival, including: planning and overseeing the Fringe Festival; building and managing an annual budget of \$750,000; working with the board of directors; managing year-round (5), seasonal (75) and volunteer (400+) staff; planning and executing marketing efforts; artist training in marketing, social media, and production. Results: record attendance (2x); budget surpluses in every year; successful organizational rebrand; organizational restructuring and launch of new internal systems including custom CRM.

2007 – 2013

ASSOCIATE DIRECTOR

MINNESOTA FRINGE FESTIVAL | Minneapolis, MN

Responsible for production management and corporate sponsorship planning and execution for quickly-growing festival. Worked with Executive Director and in-house and external designers on branding and marketing. Developed new sponsorship and social media strategies emulated by festivals all over the United States, and invited to the UK to train European fringe festivals.

RELEVANT SERVICE

Grant panelist for Minnesota State Arts Board and Metropolitan Regional Arts Council, Board Member for Four Humors Theater and ARCh of Waukesha, WI