

## NICOLE MCDONALD

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### PROFESSIONAL SUMMARY

*Arts and culture strategist who builds meaningful programs, spaces, and projects for varied audiences. Strongly advocates for arts accessibility and equitable practices with a deep commitment to community engagement. A cross-functional leader with multifaceted experience in the nonprofit ecosystem that lends itself to a strong strategic vision. Purpose-driven, self-motivated, and ready to create positive social change through the arts.*

### SKILLS

Community Engagement, Revenue Enhancement, Sponsorship, Strategic Planning, Experience Design, Event Planning and Management, Arts Integration, Corporate Social Responsibility, Interpretive Planning, Program Development, Project Management, Audience Development, Social Impact, Community Outreach, Fundraising, Strategic Partnerships, Relationship Building, Arts Administration, Budget Management, Copywriting, Editing, Contract Negotiation

### TECH

Microsoft Office: Word, Excel, Powerpoint, Outlook, Dynamix; Google Workspace: Docs, Sheets, Slides; Adobe: Photoshop, InDesign, Acrobat Pro; Asana, Slack, Zoom, Canva, PastPerfect, CMS Experience: WordPress, Square Space; CRM Experience: Raisers Edge, Altru, Etapestry, Access; Social Media, Survey Monkey, Mailchimp, Constant Contact, Restream.io, GiveSmart, Mighty Networks, Discord

### EXPERIENCE

*Cultural Arts Coordinator*

2022-present

**City of Redmond** | Redmond, WA

As the Cultural Arts Coordinator, I organize and manage grants, programs, and projects to build community, support the creative economy, and celebrate Redmond's cultural diversity.

#### *Project and Program Design*

- Implemented a new direction for the annual grants program to create a more equitable opportunity for the arts and culture community and built out additional professional development programming for grantees to supplement the fiscal support
- Managed Percent for Public Art program and related public art projects; introducing more equitable practices for art calls and proposals and growing the community panel pool
- Navigated a significant budget cut by shifting focus to community-building and identified new opportunities, including the first annual art walk, micro-grants, and expanding the current programs for artist support
- Manage arts-related programming at the City's signature events, the [Poet Laureate program](#), residencies, Public Art Intensive Eastside, and collaborative programming within the community

#### *Community Engagement*

- Established relationships with local arts and culture organizations, creative businesses, and artists and used their feedback to expand on the current programs and grants
- Worked with various departments to include artists in outreach opportunities and utilize their existing community connections as well as their innovative approaches to engagement
- Built intradepartmental relationships that resulted in a collaborative project between the Poet Laureate and our Habitat and Streams team, joint grant applications with Human Services and Parks Planning, as well as influencing the City's tourism brand to include arts and culture nonprofits and businesses in marketing outreach

*Director of Corporate and Community Relations*

2019-2021

**Broad Street Ministry | Philadelphia, PA**

As the Director of Corporate and Community Relations I created innovative projects and partnerships to amplify awareness of Broad Street Ministry, increase corporate contributions, and further their mission to help Philadelphians experiencing deep poverty stabilize their lives.

*Project and Program Design*

- With funding from the Starbucks Foundation, created a [Covid-19 mobile handwashing effort](#) across the city that created access to the most basic preventative opportunity during the shutdown. Additional support as Starbucks' first US Wash Grant recipient, LifeScience Cares, and Trinity Health Partners helped transition this project into a permanent initiative called the [Community Hygiene Truck](#) that distributes free hygiene items from a refurbished food truck
- Oversaw the Community Hygiene department while it transitioned from a volunteer and donation run program to a 200K+ annual budget with four employees and multiple in-kind corporate sponsors. Reimagined the program to integrate the new Community Hygiene Truck and more modernized processes for the direct service
- Partnered with Mural Arts Philadelphia to create informational murals around meal access, beautifying our COVID outdoor meal sites, and on the aforementioned handwashing project
- Managed additional special projects from communications to evaluation to external projects like PEW-funded [short film](#) project called *Voices*

*Community Engagement*

- Coordinated musical performances during our meal services, arts program for our guests, and public concerts with a variety of community partners from neighboring music academies and organizations including PlayOn Philly, Philadelphia Wind Symphony and Opera Philadelphia
- Sat on the Avenue of the Arts Council as the Broad Street Ministry representative and helped to develop and fund an outreach position that strengthened relationships between the organization, local businesses, and residents along Broad Street
- Managed three annual fundraisers, two annual concert events, logistics for partner events, venue rentals and transitioned to virtual alternatives during the pandemic

*Events and Public Programs Manager*

2016-2019

**Mural Arts Philadelphia | Philadelphia, PA**

Worked across the organization with all departments to produce over 200 events, public programs, and arts experiences across the city of Philadelphia. Streamlined events protocols and evaluated partnerships and resources to increase the organizational capacity to sustain such a high number.

*Community Engagement*

- Oversaw coordination and engagement with diverse community groups from neighborhoods across the city, key stakeholders, and funders; communicated with city officials and cultural sector leaders; developed relationships with local vendors and performers
- Created microgrants for [Site/Sound](#) to amplify the work of smaller artists and organizations from the neighborhood surrounding the Rail Park and generate more meaningful events and engagement

*Event Management and Design*

- Managed over 200 diverse cultural events per year throughout the city from block parties to city-wide arts festivals to symposiums
- Developed artist speaker series and lectures that explored public art, social justice issues, and placemaking
- Coordinated contracts for events, travel, and accommodations for a wide range of individuals ranging from internationally renowned artists to academics to celebrities
- Strengthened our relationship with the City's Office of Special Events, Office of Information and Technology and Public Properties and was able to work directly with the team on larger events in a way that helped us avoid complications or setbacks

*Development and Membership Director*

2015-2016

**Friends of Laurel Hill Cemetery** | Philadelphia, PA

Was part of a small, punny staff that ran the lively calendar of events for a historic cemetery. I was a one-woman development team that worked to educate our visitors on the nuances of historic preservation and leveraged curiosity to create stewardship.

*Community Engagement*

- Increased foot traffic through the cemetery through increased localized marketing around the renovation of our South-East pedestrian entrance
- Participated in neighborhood festivals and events to raise the visibility of the organization
- Represented Laurel Hill at community groups including; East Falls Business Association, CDC, and the Paradise NAC
- Invited key stakeholders in the community in to discuss concerns around increasing event attendance and the impact on the immediate neighbors and worked towards resolutions

*Event Management and Design*

- Executed 100+ programs annually ranging from tours to Shakespeare to elaborate ariel performances
- Planned and produced the annual gala at the Crystal Tea Room, the RIP 5K, and arts market
- Developed and organized members-only calendar that include behind-the-scenes tours, dress rehearsal previews, and an annual garden party
- Implemented a new CRM and transitioned old database to better track constituents and helped streamline event registration with new equipment

*Glass Arts Director*

2014-2015

**National Liberty Museum** | Philadelphia, PA

As a hybrid curatorial and fundraising role, I worked with a range of donors and artists deeply committed to the museum's education and interpretive goals to build new audiences and build out the collection.

*Event and Program Design*

- Responsible for glass art department; donations, special events, and building relationships with collectors, art patrons, board and local arts organizations
- Introduced a series of new monthly public programs that worked to highlight the active glass art community within Philadelphia through lectures, exhibitions, and pop-up markets; this work led the museum to prioritize public programs and create a number of positions to build out this area of museum education and interpretation
- Implemented a new fundraising event that was centered around glass jewelry and makers that reached a new audience for the museum and set a record attendance for a weekend
- Scheduled our participation in a number of art fairs; hosted private collection tours, managed logistics around booth rentals, display and artwork transportation, and worked with artists close to the museum around consignment
- Planned the annual gala and auction; managed the curation, solicitation, transportation, and contracts related to the artwork in the auction

**EDUCATION**

**DePaul University**, Chicago, IL

2008

*Bachelors of Art and Art History*

**AORTA: Anti-Oppression Resource & Training Alliance**

2020

*Staff Training and Individual Coaching*

**Designing Leadership**, PHL Arts and Business Council

2021

**Starling Collective Fellowship**, Giving Tuesday

2022

**Maryland Institute College of Art**, Baltimore, MD

2023

*Master of Professional Studies in Business of Art & Design*