



## Mark Fauser

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### COMMUNITY SCHOOL OF THE ARTS, EXECUTIVE DIRECTOR OF CSA CURRENT-2004

-When I started on the board at the Community School of the Arts ... CSA had a 1,000 dollars in their account, a phone line hooked up to a fellow board members house, we were housed in the basement of a church, we had no paid employees, 6 classes offered and served 60 people a year.

-Under my leadership since 2004:

#### FUNDRAISING:

- Raised our account from 1,000 to well over 200 thousand dollars in a small market.
- The City gifted us a 28 thousand square foot Art Center downtown.
- Created an annual Fundraiser that earns us approximately 50 thousand dollars each year.
- Generous gifts were given to us including 250 thousand dollars from a donor.
- Many in-kind services that have helped build the school. Total of 300 thousand dollars of in-kind work.
- Received numerous grants. Autism speaks, Community Foundation, Arts place etc ...
- The city of Marion supports our efforts and agreed to sponsor us as host to be the recipient of a 500 thousand dollar grant from OCRA for our new home.
- Created an annual art auction that earns around 11 to 18 thousand dollars a year.
- We receive monies on all our shows.

#### PROGRAMMING:

- CSA went from 6 classes a year to currently 83.
- Created original shows and venues to showcase art.
- CSA has a strong dance program, but growing in all other aspects of Art.
- CSA teaches everything from dance, acting singing, skating, judo, painting, drawing, pottery, scrap booking etc ... and has found success in all of those fields.
- Guest artists range from Hollywood and Broadway stars to international tap dancers.
- Faceplace is an acting program designed for people with Autism.
- We went from 0 shows to at least 3 to 6 a year.
- Outreach programs such as Children's shows (James and The Giant Peach, Rainbow Fish) that we bring to the community for all kids in public or private schools.
- Brought Disney Channel stars to town to work on several projects.
- Created an outreach after school program called Energy, which teamed up with the United Way, YMCA, Community Foundation and a multitude of sports and artists to give ALL kids the opportunity to have sports and art into their lives.
- We do an on-line television show with the local paper called THE COMICAL TRIBUNE.
- I personally teach acting for kids with Autism.
- I personally teach adjudicated kids that are in a disciplinary school called Paddock View Residential Center.

- Our classes, shows, events, outreach and fundraisers since my tenure went from 60 people served a year to literally thousands of people a year.
- We started with 6 teachers and now have 35.

## **MARKETING/SALES:**

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- CSA team received National Addie awards for our marketing.
- Created innovative local commercials for corporate sponsors that garnered us major sponsorships, money and exposure.
- Negotiated Media Corporate sponsorships with Brighthouse Networks, The Chronicle Tribune, WBAT/WCJC, Burkhardt advertising.
- Stars like Kelly Ripa, Jim Caviezel, Billy Bob Thornton, Haley Joel Osmont, Faith Ford, Ted McGinley, David Deluise, Michael Deluise, John D'Aquino, Rondell Sheridan did PA's for me and the school.
- January 2010 in American Theatre magazine was a featured article about our work with kids with autism.
- The Mayor hired me as an independent contractor to be the Director of Marketing for the City of Marion for the last 4 years.
- Created a website for our school.
- Radio, TV, print, newspaper, e-mail, website, posters, flyers, Facebook, YOUTUBE have all been effective tools in our marketing strategy.

## **MANAGING and being the ED:**

- Overseeing a new building, teachers, staff, new programming, shows, innovative marketing, outreach programs, committees and working with our board.
- Making and overseeing the budget.
- Finding ways to save and raise money.
- Setting a vision and a game plan with my team ... then motivating staff, volunteers, students and people in general are some of my strongest attributes.
- Negotiating deals, collaborating with others and forming synergy.
- Builder's Association donated 20 thousand dollars worth of labor and materials into the school, Pinkerton construction donated 200 thousand dollars for our new building. Marion Glass donated mirrors and glass for our new place.
- Scholarships for people in need vary from 7 to 30 thousand dollars a year.
- Being the face of CSA or an Art organization in general ... combined with my professional resume outside of being an ED or Director of Marketing for the City ... a resume that had me writing, directing or acting with Academy Award, Grammy Award, Tony Award, Golden Globe, and Emmy Award winning performers garners a lot of attention, money, connections, notoriety and respect.

## **AWARDS AND HONORS:**

- CSA was voted people's choice for BEST Not For Profit in the Chronicle Tribune.
- 3rd year in a row voted Best Dance Studio.
- The Marion Grant County Chamber of Commerce Chairman's Award.
- Won the Indiana University Public Service Award,
- Good Scout Award by the Boy Scouts of America.
- Elected into the Inaugural class of the Parkway High school Hall of Fame in St. Louis.
- Noted as one of the key alumni's in the arts department at The University of Missouri ... along with Brad Pitt, Sheryl Crow, Jon Hamm, George C Scott, Tom Berenger and Chris Cooper.
- Some of our students are in commercials, one is in a professional touring company of TAP KIDS, one is a singer songwriter in Nashville, and two of our students went to the head of the Disney Channel for a new television series called A Million Hits.