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Nonprofit Profile

RANDALL KLINE

EXECUTIVE ARTISTIC DIRECTOR AND FOUNDER, SFJAZZ

Mission: Being the best presenter of jazz concerts and festivals and education events; to encourage new audiences and to serve current audiences. Now also the creation of a new cultural institution in San Francisco through the creation of the new SFJAZZ Center. It will be the first stand-alone building for jazz in the country.

Milestone: Passing the halfway mark in the fundraising: we're at about \$31 million of \$60 million.

Annual budget: \$6.4 million.
Expense allocation: 68 percent programs, 21 percent administration, 11 percent development.

Corporate support: 8 percent.
Corporate supporters: American Airlines, Northern Trust, US Bank, JetBlue.

Board chair: Srinija Srinivasan.
Board members: 27, including William Bowes Jr., Nion McEvoy, Shona Brown.

Employees: 30.

Volunteers: Over 500.

Telephone: (415) 398-5655.

Website: www.sfjazz.org



Office issues

Recent challenge: Our biggest present challenge is a big culture shift. We are moving to having our own facility ... from being a nomadic presenter. The building is scheduled for a fall 2012 opening.

Measures of success: The obvious one is ticket sales and funds being raised — those are tangible things. We also measure contributions to the community through our education programs, that those are being effective, and also the ability to encourage the art form to grow.

Smartest move: Having the staff that works here now and the board ... building the strongest team to move this organization forward. On the staff side, I have a co-executive head now, which has been great, to free me to look at other areas; we have new development and marketing directors, and the very rapid development of a board with a lot of tentacles in Silicon Valley.

Missed opportunity: There are artists who pass away basically before we book them. One was Oscar Peterson. We had been in conversations for over a decade.

Misconception: That we only present the SFJAZZ Festival. We present over 100 concerts a year, do extensive education in middle schools and we have a high school all-star band.

Professional insights

Personal path to nonprofit work: The whole nonprofit path kind of chose me. It started with a conversation with Cary Shulman at the hotel tax fund. ... I was producing jazz concerts and she said, 'Oh, that's interesting. The city would love to do more of that. Come talk to me.' We ended up with this small \$10,000 grant from the city — huge to us at the time — to develop a festival.

Toughest aspect: It isn't any different than the toughest part of any for-profit job. ... The books have to balance; people have to be treated well; employees have to be

involved.

Most surprising aspect: I'm always amazed by the fervor of fans for the art form.

Biggest pain: I like seeing things; I wish I could see all of what we do. But there's no aspect of the job or professionally that is a pain.

Greatest pleasure: On the work front, this is really around the building. We have an extraordinary architecture team working on it.

Introspections

Best recent moment: We got unanimous approval from the San Francisco Planning Commission. From what I hear, unanimous approval is not a common thing.

Worst recent moment: This isn't a worst moment, but we have a huge challenge in front of us, building this building, and I think about it a lot. Worst moments are when you lose a little steam. What's great about the doubts is that from them you really get a chance to be a little introspective and come back with a little more resolve.

Dream for another life: Marine biologist.
Greatest inspiration: My wife. She's smart; she's beautiful; she works incredibly hard herself. She's a great inspiration.

Down time: I have a bicycle and I like to ride it.

Causes: I've been a board member of the Convention and Visitors Bureau for many years, and I'm on the board of the Western Jazz Presenters Network.

Most like to meet: Of dead people, Abraham Lincoln is probably my greatest hero. I'd love to meet our current president as well.

— Sarah Duxbury ■