

MVAC director brings 20 years of entertainment industry experience to new role

MOUNT VERNON, Ohio – The Mount Vernon Arts Consortium announces Mount Vernon native Martin Booker as its new executive director. He most recently served as senior supervising producer with Bunim/Murray Productions in Los Angeles and moved back to Knox County in 2018.

Founded in 2020 as a nonprofit organization, the Arts Consortium was created to ensure high quality entertainment, educational and visitor experiences are presented at key arts-related community assets in Mount Vernon, Ohio. The Arts Consortium places focus on three pillar arts venues: Knox Memorial Building and Theater, Ariel-Foundation Park's Schnormeier Event Center and other rental spaces within the park, and The Woodward Opera House and its facilities.

"We are excited about the vast creative and arts administrative experience that Martin Booker brings to the Arts Consortium team and the impact this team will have in adding vibrancy to our community," said Jen Odenweller, Mount Vernon Arts Consortium board president. "Martin understands the vision for maximizing our unique arts and entertainment assets in Mount Vernon, working to meet the needs and desires of community members, while bolstering tourism interests as a community economic development strategy."

As a seasoned entertainment executive with nearly two decades of experience in the entertainment industry, Booker has extensive background in all aspects of managing complex production, executive level and VIP events, sales, and departmental management.

"Over the years, I've gained valuable expertise in a range of management and leadership related functions, including managing high-profile productions, while conducting on-camera interviews with an array of people including influential musicians, TV and film artists, and everyday people doing extraordinary things," Booker explained. "I also pride myself on being a team player by keeping morale high, making strategic decisions and developing a creative and innovative work environment. I look forward to leading the Consortium team and making positive strides for the arts in Mount Vernon."

To support coordination between the venues, Booker will oversee Arts Consortium staff, their respective team members and associated workplans, as well as manage general organization operations. Coordination of a calendar for scheduling entertainment that best utilizes human capital resources, avoids redundancy and attracts visitors to bolster sales tax and bed tax revenues for the Mount Vernon community is also an expectation, along with implementation of strategies to bolster arts venue rental.

The executive director will support the Consortium's Board of Directors in their strategic planning, monitoring and impact evaluation efforts. Booker will also serve as the Consortium liaison to the boards of the three pillar arts venues, working together to promote growth for these arts venues. Development of sponsorship and membership activities will be the responsibility of this position. Establishment of strategic fundraising efforts and grant writing will be required of the Executive Director as a means of garnering support for the Consortium and increased programming opportunities at the venues the Consortium supports.

Learn more about the Mount Vernon Arts Consortium at www.mvac.org or follow the Consortium on Facebook, Twitter or Instagram.