

Rex Fuller

Experience

CEO, The Center on Colfax

(VP of Communications and Corporate Giving, 2013 – 2019; CEO 2019 to present)

Management

- Managed Denver PrideFest, the largest LGBTQ pride event in the Rocky Mountain region, attracting 525,000 visitors for the two-day festival. Festival generated \$1.4 million in earned revenue, equal to 50% of The Center's annual budget. Managed expense budget of \$954,000. Negotiated and fulfilled corporate sponsorships. Oversaw all aspects of Denver PrideFest: negotiated and managed contracts; supervised staff, contractors and volunteers; developed and oversaw comprehensive safety plan; worked closely with security teams and law enforcement; supervised exhibitor and parade applications, logistics and fulfillment; creative director for all marketing materials; managed public relations and served as media spokesperson.
- Managed additional fundraising events, ensuring smooth operation of all events and meeting fundraising and sponsorship goals.
- Member of The Center's senior staff. Participated in management decisions affecting the day-to-day operations of The Center, including budget development, financial management, personnel management, and other operational duties.

Leadership

- Led forty-person Denver PrideFest committee, expanding team participation to include members of the African American, Latino, transgender, and disabled communities. Utilized teambuilding skills to ensure volunteer satisfaction, increase participation, and ensure peak performance.
- Served on Rocky Mountain States Against Hate coalition, addressing issues surrounding hate crimes in Colorado; helped design communications tool kit and PR response tools for use by the community. Built relationships with law enforcement agencies and nonprofit organizations serving other minority communities.
- Represented The Center as a member of the Colorado Equality Coalition, facilitating communication with other LGBTQ-serving nonprofit organizations statewide.

Fundraising

- Directed The Center's corporate sponsorship program, developing new fundraising relationships and creating new sponsorship opportunities. Grew Denver PrideFest corporate sponsorship program from \$250,000 to \$375,000 annually. Developed sponsor benefits in line with industry standards for special events. Managed and implemented sponsor benefits.
- Moved Pride 5K in-house, transforming the race from a privately-produced event generating a small fee into a Center-produced event. Resulted in growth from 200 runners and a \$3,000 fee to a major fundraising event involving 1,618 runners and generating \$100,000 in revenue in 2019. Reconceived Pride 5K as a community fundraising opportunity that engaged 250+ peer-to-peer fundraisers and captured new prospect data to steward and develop for future gifts

Strategic Planning & Program Development

- Created [Stonewall 50](#), a year-long celebration of the 50th anniversary of the Stonewall Riots, engaging the community through lobby exhibits, community events and learning opportunities, and through onsite activations at Denver PrideFest. Project was awarded a \$15,000 grant through Redline Contemporary Arts Center's Arts in Society program.
- Created speaker events and community discussions on topics including disabilities and the LGBTQ community, transgender activism, and policing and the LGBTQ community.
- Developed strategic plans for special events, corporate sponsorship, and communications based on community, board and staff feedback.

Communication & Marketing

- Directed the redevelopment of [The Center's website](#) and the [Denver PrideFest website](#). Directed creation of new [Center calendar](#), new [community calendar](#) and new [LGBTQ resource directory](#), creating an online hub for the LGBTQ community. Resulted in average 14% increase in traffic for The Center's website and 27% increase in traffic for DenverPride.org.
- Directed The Center's social media strategy, increasing overall social media presence by 250%, including the expansion of Facebook, Twitter and Instagram audiences to support increased program participation and online fundraising; nearly doubled.
- Directed new brand standards for The Center, ensuring consistent messaging and professional image.
- Served as chief spokesperson for The Center, fielding media inquiries, responding to public relations issues, and pitching stories to the media.

Program Associate, University of Denver Enrichment Program

2012 to 2013

- Produced curriculum for high-quality noncredit courses for adults, representing various disciplines. Managed logistics including faculty recruitment, scheduling, registration.
- Specialized in building community partnerships, focusing on nonprofit partnerships.
- Created author series in conjunction with the Tattered Cover Book Store.

Director of Sales and Marketing, Opera Colorado

2008 – 2012

- Directed single ticket sales and annual season ticket/fundraising campaign, generating 60% of opera's annual budget. Campaign included direct mail coordinated with email and personalized phone follow-up.
- Supervised box office staff and house management staff.
- Created city-wide festival of Czech culture to promote performances of company's first Czech opera, *Rusalka*. Partnered with nonprofit and for-profit organizations. Festival included 27 events centered on Czech culture. Worked with educators to create education opportunities in cooperation with schools. Resulted in outreach to 12,000+ people and 91% attendance at performances.
- Served as co-chair of Scientific and Cultural Facilities District Cultural Collaborative, a committee of SCFD organizations focused on joint database marketing, building fundraising capacity, and developing joint educational opportunities.

Associate Director of Marketing, Denver Center for the Performing Arts

2006 – 2008

- Managed single ticket sales and season ticket campaigns; developed marketing materials and implemented advertising strategy.
- Produced promotional events, including Wine & Theatre Series, Tea & Theatre holiday events, and promotional receptions.
- Engaged community audiences through education activities such as special audience talk back series (*Lydia*, *The Pillow Man*, others), lobby exhibits (*The Diary of Anne Frank*), and post-show educational discussions (*1001*).

Director of Sales & Marketing, Opera Colorado

2000 – 2006

- As the company moved to the Ellie Caulkins Opera House, created and directed two-year comprehensive season ticket marketing and fundraising campaign.
- Managed national PR campaign for opening of the new opera house.
- Created community education series *Opera 101* in conjunction with Colorado Public Radio and Denver Public Library.
- Created *Meet the Artists* series at Tattered Cover Book Store.
- Managed staff of three plus responsible for front-of-house management and community services at opera house during performances.

Director of Marketing, Boulder Philharmonic

1998 – 2000

- Managed all aspects of marketing and sales program; supervised staff of 6.

PR Manager, Advertising Manager, Denver Center Theatre Company

1995 – 1998

- Managed public relations and advertising for Tony Award-winning professional theatre company.
- Hosted national press trips.
- Managed print, TV and radio advertising.
- Edited programs for 12 productions a year.

Education

- BA, Communications, University of Colorado at Denver, *cum laude*

Computer Skills

- Proficient in Microsoft Office, including Word, Excel, PowerPoint.
- Proficient in Adobe InDesign, Adobe Photoshop, Adobe Illustrator.

Special Interests

- Volunteering, Culinary Arts, Gardening, Visual Arts & Crafts

References

Debra Pollock

Former CEO The Center on Colfax

303-619-3788

debrap6@gmail.com

Michael Sattler

Executive Director, Rocky Mountain Arts Association

303-249-3675

Carol Hiller

Denver PrideFest Operations Manager

303-668-2322

carolhiller97@gmail.com

Jayne Buck

Vice President of Tourism, Visit Denver

303-870-1354

jbuck@visitdenver.com