

## POSITION PROFILE

On behalf of our client, the Loppet Foundation,

CohenTaylor Executive Search Services  
is conducting a retained executive search for its

# EXECUTIVE DIRECTOR



## MISSION:

Create a shared passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families.

## VISION:

The Minneapolis area leads the world in year-round outdoor activities. Ethnically and economically diverse individuals and families come together around a shared passion for the outdoors – a passion that is universal. The Loppet Foundation is at the center of this shared passion in Minneapolis.

## VALUES:

**Adventure.** We believe that living an inspired life requires taking paths with uncertain outcomes. We focus on the journey.

**Excellence.** We set the highest standards and strive for continuous improvement in everything we do.

**Stewardship.** We are committed to nurturing the resources – like youth, natural resources, and financial assets – entrusted to our care.

**Integrity.** We value honesty and high moral standards, but our definition of integrity also includes holding each other accountable for living the outdoor active life that we promote.

**Inclusiveness.** We believe that an outdoor active life is part of all cultures and we strive to share our passion for outdoor activity across individuals with differing abilities, as well as ethnic and economic lines.

**For more information, visit**  
**[www.loppet.org](http://www.loppet.org)**



Since its start in 2002, the Loppet Foundation (the Loppet) has become the leading endurance-based outdoor activity organization in Minneapolis. The Loppet's goal is getting people outside and active and creating passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families.

In addition to hosting races, clinics, lessons, events, and more, the Loppet also ensures there are great spaces for people to be active outside. In partnership with the Minneapolis Park and Recreation Board, the Loppet Foundation maintains and improves miles of mountain bike and ski trails and plants hundreds of trees in its home base, Theodore Wirth Park. In Wirth Park, the Loppet operates The Trailhead, a home base for trail running, mountain biking, skiing, orienteering, snowshoeing, par 3 golf, snow tubing, and more. The Trailhead is the catalyst for expanded youth programming and greater connection between the park and surrounding neighborhoods.

The Loppet Foundation builds community invested in our children, our parks, ourselves, and each other and makes sure that everyone—of any background, age, or ability—can be part of the adventure.

## LOPPET SPORT PROGRAMS

The Loppet Foundation brings the community together for outdoor adventure, hosting programs, clubs, classes, and events that span background, age, and ability. Whether the goal is competition, fitness & community, or learning & development, the Loppet brings people together, getting them outdoors and active year-round in Minnesota.

### Ski

The Loppet Foundation was founded following the inaugural City of Lakes Loppet ski race in Minneapolis in 2003, which attracted nearly 800 skiers. Today, the Loppet has a variety of programs, clubs, classes, and events for skiers of every ability, including Loppet Nordic Racing (LNR), Loppet Ski Club, Ski Lessons, and Loppet Skijor Club.

### Bike

With the goal of making Theodore Wirth Park a world-class hub of year-round outdoor activity, the Loppet has in recent years added bike programs that hope to parallel the success of their ski programs. Exposing participants to safe, educational, enjoyable, and skill-appropriate challenges, bike programs like Loppet Cycle Works invite more of the community into a year-round active outdoor lifestyle.

### Run

Adding to the other well-established, year-round outdoor sports programs, the Loppet Foundation offers a variety of ways to get involved in running, whether participants are new to the sport or training for elite outdoor races. Programs include goal-oriented competitive training through Loppet Run 365 (LR365), weekly course runs with the Loppet Run Club, and the Loppet Ultra Run Club, a training group for those focused on marathons and ultramarathons.





## LOPPET ADVENTURES PROGRAMS

### TRAIL KIDS

Loppet TRAIL KIDS provides youth ages 7-13 year-round outdoor active adventures, including mountain biking, orienteering, adventure trail running, and cross-country skiing. TRAIL KIDS aims toward general physical development, teaching sport-specific skills, and creating a passion in youth for outdoor endurance sports.

### Adventures Youth Programs

Loppet Adventures Youth Programs promote youth skiing, biking, and running in and around the North Minneapolis area, focusing on partnerships with schools in which the majority of the student population is eligible for Free and Reduced Lunch. Students not only learn the fundamentals of outdoor sports but also build self-confidence, healthy habits, social and emotional skills, employment and leadership opportunities, support to join school ski and mountain bike teams, and personal connections that promote success both on and off the trails.



## LOPPET EVENTS

In addition to many competitive races, the Loppet Foundation hosts clinics, festivals, and events to foster community and support the mission of creating passion for year-round outdoor adventure. Events include the annual Luminary Loppet, 24 Hours of Wirth, a Summer Wellness Series, and more.



### FAST FACTS

Last year:

- More than 20,000 people experienced the outdoors through the Loppet's year-round events, classes, clubs, and nationally ranked racing team
- More than 2,000 kids got outside and active through youth programming
- Loppet held more than 25 events in skiing, running, biking, canoeing, and walking, involving participants of all ages and abilities from elite global competitors to "first timers".
- Youth involved include more than 1,300 kids from underserved communities in North Minneapolis

## THE ROLE

The Loppet Foundation is seeking an inclusive, visionary leader to serve as its next Executive Director. Dually tasked with leading the operations and the growth of the organization, the Loppet is seeking a leader with exceptional organizational management skills to direct and manage the day-to-day core functions of the organization as well as the relationship-focused, action-oriented, and entrepreneurial skills needed to ensure the continued invention and evolution of the organization. This Executive Director will set a clear future vision for the organization and its unique business model, continue to build infrastructure and systems for sustainability, and chart the path forward across all programs.

In support of the Loppet's mission to create shared passion for year-round outdoor adventure in the Minneapolis area, with a focus on underserved youth and families, the Executive Director will be inspirational – leading by example with passion, authenticity, and inclusivity to encourage and promote endurance and silent sports among participants of all ages, ability levels, and backgrounds.

As the external face and voice of the organization, the Executive Director will have a critical seat at the table – across public, private, and nonprofit sectors – to serve as an ambassador, marketer, and promoter of outdoor enthusiasm around Minneapolis' vibrant outdoor scene. They will be charged with enthusiastically charting the path forward while also honoring the organization's impressive 18-year history and achievements.

This is an incredible opportunity to assume leadership of a highly-respected nonprofit organization in a city known for leading the world in year-round outdoor activities. With the support of a strong board of directors, a high-performing and dedicated team, and countless invaluable volunteers, the Executive Director will have every opportunity to serve as a visionary leader to further align and ignite the incredible mission of the Loppet Foundation.

## THEODORE WIRTH REGIONAL PARK

Theodore Wirth Regional Park (Wirth Park) is home to the Loppet Foundation and is the largest park in the Minneapolis park system. Featuring natural treasures and year-round activities, Wirth Park measures over 740 acres, including nearly 83 acres of water and two golf courses. The park has miles of outdoor trails, walking and biking paths, a pavilion and chalet, a lake with swimming beach and fishing pier, an archery range, a picnic area, a playground, tennis courts, a quaking bog, and several gardens.

## THE TRAILHEAD

Opened in 2018, The Trailhead, located within Wirth Park, is a 14,000 square foot state of the art facility built to serve as the hub for a host of year-round outdoor recreation opportunities provided by the Loppet Foundation in partnership with the Minneapolis Park and Recreation Board. Home to the Loppet Foundation's offices, The Trailhead features public amenities including lockers, restroom facilities, concessions, equipment rental and sales, multi-purpose and training rooms, a sauna, and more.

In the heart of the city, just minutes from downtown, views of bikers flying over jumps on single track trails and skiers and snowtubers racing down the ski trails are right out the back bank of The Trailhead's Great Hall windows. From The Trailhead, visitors can embark into Wirth Park's extensive outdoor trail system, snowboard park, and tubing hill.

## Key Relationships / Clientele:

The Executive Director will build and maintain strong relationships and alliances with the following stakeholders and clientele: Minneapolis Park and Recreation Board, government agencies, organization sponsors, participants, donors, members, volunteers, national sports organizations, public schools, and staff.

## Specific Leadership Accountabilities include:

### **STRATEGIC LEADERSHIP:**

- Oversees the development and implementation of the organization's strategic plan and business model in collaboration with the board of directors
- Ensures alignment of the Loppet's programs, events, and other activities with its stated mission, vision, and values

### **STAFF AND VOLUNTEER DEVELOPMENT:**

- Motivates, develops, and empowers staff and a large volunteer base; leads and engages the Loppet's community of supporters in an inspirational manner
- Fosters an organizational culture founded in trust, inclusiveness, and respect
- Oversees an effective staffing and volunteer model consistent with community and organization needs and within the constraints of the Loppet's physical and financial resources

### **COMMUNICATIONS, OUTREACH, AND EXTERNAL RELATIONS:**

- Builds collaborative relationships with a broad range of local and national partners, including communities within the Twin Cities metro area, all levels of government, other nonprofit organizations, partner businesses, and organizations throughout the state, region, country, and world that share programming goals with the Loppet
- Serves as the organization's chief spokesperson and ambassador to enhance the visibility of the Loppet and represents the organization through appropriate committees, joint projects, and other networking opportunities
- Articulates the Loppet's mission, goals, programs, and services through vehicles such as website/internet, direct mail, email, and social media

### **FUNDRAISING AND REVENUE DEVELOPMENT:**

- Oversees philanthropic fundraising initiatives that include strategies for engaging corporate and institutional foundations and individual donors in partnership with the development director
- Identifies, cultivates, and builds relationships with new and existing sponsors and business partners
- Maximizes earned revenue opportunities through continued development and expansion of fee-based programs and service offerings

## ORGANIZATIONAL AND FINANCIAL MANAGEMENT:

- Oversees the general management and administration of the organization's operations, including responsibility for developing and maintaining best practice administrative systems, policies, and controls
- Ensures the continued financial health and stability of the organization through the development and oversight of sound financial practices and budget management
- Develops, implements, and manages the organization's human resources operations
- Ensures proper oversight and management of the Loppet facilities and equipment in collaboration with the board
- Develops and maintains a sustainable revenue model for the operations of The Trailhead

## PROGRAMS AND EVENTS:

- Provides strategic and innovative leadership and direction to event operations, including the interface and management of staff, volunteers, community personnel, and sponsors
- Provides leadership and innovation in developing programs and services consistent with community needs, ensuring that they are accessible to participants of all backgrounds, ages, abilities, and socioeconomic status
- Demonstrates consistently good judgment in program and event planning, implementation, and evaluations

## BOARD GOVERNANCE:

- Attends and participates in meetings as ex-officio member of all board committees, acts as a resource in board policy decision making, and keeps board informed of significant issues affecting the development and delivery of programs and services
- Oversees development and implementation of orientation for incoming board members

## THE IDEAL CANDIDATE

While no one candidate will possess all of the competencies outlined below, the ideal candidate possesses the following skills, experience, and characteristics. Candidates of all backgrounds are encouraged to apply.

- **Passion for the Mission** – an outdoors enthusiast with a passion for healthy living; an appreciation for outdoor adventure and endurance/silent sports
- **People Leadership** – proven success leading staff and volunteer teams, empowering and developing the talents of employees, and fostering a healthy organizational culture
- **Strategic Leadership** – strategic ability to continue to define and maximize the Loppet's business model
- **Organizational Management** – experienced in developing and implementing administrative systems, policies, and controls for effective operations and compliance (human resources, accounting, etc.)



- **Inclusivity** – an unwavering commitment to advancing social justice and diversity, equity, and inclusion within the organization, its participants, and the community
- **Communication** – strong internal and external communicator with exemplary listening skills; a collaborative, yet decisive consensus builder; able to effectively articulate the Loppet’s mission and inspire diverse groups of people around both shared and disparate goals
- **Resource Development** – ability to identify, cultivate, and secure new and existing donors, sponsors, fee-based program income, and other revenue sources
- **External Relations** – strong partnership builder with the ability to navigate relationships with diverse constituents, including a political savviness.
- **Financial Management** – fiscally responsible with the ability to manage a budget that encompasses both contributed revenue and fee-based program income streams
- **Board Management** – previous experience working with a board of directors
- **Adaptive Leadership** – a leader who demonstrates resiliency, empathy, clarity, and innovation

## Essential Qualifications:

- Bachelor’s degree
- 7-10+ years of management experience
- Experience working with business leaders, city government, elected officials, community outreach, and a diverse set of organizational stakeholders



For more information or  
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All inquiries will remain  
confidential.



*Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities: The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor’s legal duty to furnish information.*



## THE TWIN CITIES OF MINNEAPOLIS AND SAINT PAUL

The Twin Cities, population 3.3 million, are a unique blend of small town charm and major cosmopolitan hub. Both urban cores boast a thriving business atmosphere. Minneapolis is the larger and more commercial of the two cities, and Saint Paul, as the state capital, is home to state government and has a more historical ambiance.

Both cities share common roots as river towns, and the outdoors is a major attraction for residents and tourists alike. In addition to the mighty Mississippi River, there are over 100 lakes, over 250 parks, and hundreds of miles of trails. From quaint small town celebrations, to one of the nation's largest state fairs, there's an event to meet any recreation style every weekend year-round.



The Twin Cities are consistently ranked among the top cities in the country in terms of unemployment rates, [bike-ability](#) and access to parks and entertainment. The combination of skilled jobs, affordable housing, and high earning potential make it a great place to live and work.

The Twin Cities are home to major league athletic teams: Minnesota Twins, Minnesota Vikings, Minnesota Wild, Minnesota Timberwolves, Minnesota Lynx, Minnesota United FC (soccer), Minnesota Swarm (lacrosse), and the Saint Paul Saints (minor league baseball).

Minneapolis and Saint Paul boast countless arts and culture offerings, including the Minnesota Orchestra, which has a reputation as one of the top orchestras in the world, the Minnesota Opera, and the world-class Guthrie Theatre.

Additionally, one will find over 30 theatres, 10 dance companies, 30 classical music groups and hundreds of independent music venues. The area has over 60 museums, including The Science Museum of Minnesota, the Minnesota History Center and the Minnesota Children's Museum (all in St. Paul); all are highly interactive experiences for the entire family. For art lovers, The Minneapolis Institute of Arts has a collection of over 100,000 pieces and The Walker Art Center has been called "possibly the best contemporary art museum in the U.S." by Newsweek.

The Twin Cities are also home to the Como Zoo & Conservatory in Saint Paul, and the Minnesota Zoo in the suburb of Apple Valley. Bloomington, a first-ring suburb, is home to the world-famous [Mall of America](#), which houses over 400 retail stores and an indoor amusement park.

Learn more at [exploreminnesota.com](https://exploreminnesota.com).