



THE OPPORTUNITY

Executive Director, SFF Presents

SFF Presents invites applications for the position of Executive Director, a compelling opportunity to lead a thriving arts organization in one of Oregon's most culturally vibrant small cities. Formerly known as Sisters Folk Festival, Inc., the nonprofit organization was re-branded to SFF Presents in 2023 to better represent the scope of its programs. These activities include the world-renowned Sisters Folk Festival and the rapidly growing Big Ponderoo Music + Art Festival, in addition to other year-round arts and educational offerings. This role is much more than an administrative position; the Executive Director serves as the chief cultural ambassador and strategic planner for an important pillar of the community life, culture and economy of Sisters and the greater Central Oregon area.

The new Executive Director will lead an organization on a strong trajectory and solid financial footing. In the fiscal year ending December 2025, SFF Presents reported total revenues of just over \$1.8 million. The organization's strength lies in its core mission, with over \$1.1 million generated from program services –a testament to the enduring success and draw of its flagship festivals.

Music festivals around the country are currently experiencing headwinds, and the Sisters Folk Festival is not immune. The opportunity, therefore, is to leverage this existing excellence into sustained organizational growth and deeper artistic impact, while maintaining financial stability.

Executive Mandate and Key Responsibilities

The Executive Director is the organization's highest-ranking professional and reports directly to a dedicated Board of Directors. The incoming leader's mandate will be multifaceted, balancing artistic integrity with entrepreneurial financial stewardship:

1. Strategic Leadership & Vision: The Executive Director is responsible for crafting and executing the long-term strategic plan in collaboration with the board and staff. This includes ensuring the continued evolution and success of the Sisters Folk Festival—a deeply loved, three-day event that transforms the small town of Sisters—and the development of the newer, growing event, Big Ponderoo Music + Art Festival, in its 4th year. The festivals are the chief revenue generators for SFF Presents, and the leader must possess a strong background in music event production, logistics, and non-profit administration to maintain their high standards.

2. Financial Stewardship & Fundraising: While program revenue is strong, a key focus will be expanding other revenue streams to ensure stability and growth. The leader will be tasked with diversifying funding through:

- **Major Donor Cultivation:** Building relationships with patrons and sustaining the existing base of support.
- **Grant Writing:** Securing support from foundations and government entities to fund artistic and educational programs.
- **Business Partnerships:** Securing community and corporate sponsorships that align with the organization's values and brand.

3. Organizational Management & Community Relations: SFF Presents operates with a small, highly effective professional staff that is deeply passionate about the mission and thrives in a strong, collaborative environment. Serving as the external face of the organization, the ED will foster positive relationships with local community, media, civic leaders, and the regional arts ecosystem.

4. Education Outreach: SFF Presents partners with the Sisters School District to offer enrichment opportunities to all students. Supporting local schools is central to SFFP's mission, and SFFP sponsors many programs in the Sisters Schools, including the Americana Project, Luthier Program, Outlaw Strings, After School Creativity Club, and Outlaw Singers. Additionally, SFF Presents holds summer creativity camps for youth and camps and classes for adults throughout the year, working to eliminate financial barriers so that everyone has access to these music and art programs.

Location: Sisters, OR – A Community of Art & Adventure

Sisters, situated in Central Oregon's Deschutes County just 20 miles from Bend, is a charming and growing community of approximately 3,500 residents. The town is instantly recognizable by its distinctive Old West-style architecture, a deliberate aesthetic choice that gives it character. However, this is not a relic of the past; Sisters is sophisticated and modern, hosting a mix of art galleries, boutiques, bakeries, and restaurants. The town serves as a crucial gateway to the vast natural wonders of the region:

- **Natural Beauty.** Sisters is named for the stunning backdrop of the Three Sisters Peaks (Faith, Hope, and Charity), which define the skyline. It sits at the transitional point between the lush Willamette National Forest and the high desert landscape of Central Oregon.



Photos by Wasim Muklashy. Courtesy of Explore Sisters.

- **Outdoor Recreation.** The setting is a dream for outdoor enthusiasts. The Deschutes National Forest provides 2,500 square miles of forest and natural areas for recreation, including world-class hiking, mountain biking, fly fishing, and camping. Winter sports are readily accessible at nearby Mt. Bachelor and Hoodoo Ski Areas. The City of Sisters was recently recognized as an official Dark Sky Community, emphasizing the area's commitment to preserving its natural environment, including star-filled nights.



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- **Cultural Hub.** Sisters has firmly established itself as a major cultural destination far beyond its size. In addition to the SFF Presents events, the town hosts the internationally recognized Sisters Outdoor Quilt Show and the legendary Sisters Rodeo. This rich, established cultural calendar means the new Executive Director will step into a community that inherently values and supports the arts.



Sisters Rodeo Parade
Courtesy of Explore Sisters



Hoodoo Winter Carnival
Courtesy of Explore Sisters

Community & Quality of Life

The community of Sisters is known for its welcoming atmosphere and high level of civic engagement. Statistics show a strong, family-friendly demographic, with a significant percentage of residents being married with children. This is a community that places a high value on civic life, with active non-profits that foster collaboration and resilience.

However, the rapid appeal of Central Oregon has brought challenges the new Executive Director must understand as a civic leader:

- **Growth and Livability:** The town is actively addressing challenges related to managing tourism growth, ensuring local livability, and working through housing affordability issues.
- **Environmental Responsibility:** Situated in a high-fire-risk area, the community is deeply engaged in wildfire mitigation and preparedness, making environmental stewardship a necessary priority for all local leaders.

The role of Executive Director at SFF Presents is an exceptional leadership opportunity in a unique environment. It calls for an energetic, experienced executive ready to embrace the complexity of running a dynamic, seven-figure-revenue arts organization while embedding themselves in the singular lifestyle and rich cultural fabric of Sisters, Oregon.



Photo by Erin Pihl. Summer Concerts at Sisters Art Works.