

BIOGRAPHY OF STEVEN HAINES

Steven Haines has more than 25 years of experience in non-profit and performing arts management, working with some of the country's most notable organizations and artists.

Most recently he joined the iconic San Francisco Zoo as its Vice President of Strategic Growth & Marketing where he was responsible for all areas of earned revenues while developing new areas of growth which align with The Zoo's strategic and master plan.

From 2006 until his joining San Francisco Zoo in May of 2016, Haines was Executive Director of San Francisco's Stern Grove Festival, one of the country's foremost presenters of admission-free concerts and outreach programs. Under Haines's leadership, The Festival thrived as a model of financial sustainability, increasing its budget by nearly 40% and maintaining a balanced budget, while providing world-class performances to more than 100,000 Bay Area residents and visitors annually. Haines oversaw the development of numerous recording projects for the Festival, including its most recent, Pete Escovedo, Live! from Stern Grove Festival, as well as the yearly Live! from Stern Grove Festival recordings. In 2012, the Festival celebrated its 75th Season, launching a new opening day concert celebration and benefit, "The Big Picnic." Haines also created "Grove on the Road," a mobile festival and community engagement program which travelled throughout the City of San Francisco.

Prior to joining the Festival, Haines was the Vice President for POPS of The Philadelphia Orchestra, and President & CEO of Peter Nero and the Philly Pops for nearly eight years prior to that. Haines increased The POPS' budget over three-fold and created budget surpluses several years in a row. During his tenure, Peter Nero and The Philly Pops presented special performances in New York, Long Island, New Jersey and special engagements for the 40th Anniversary of NASA in Washington D.C., and the Republican National Convention. He also produced ABC's Nationwide Live TV Fourth of July production, Independence Day 2001, with performances by Blue Man Group and Garth Brooks and featuring readings by Michael Douglas, Whoopie Goldberg, Kevin Spacey and Kathy Bates to name a few. The POPS also recorded its first CD, Holiday POPS! Haines brought many firsts to this venerable organization. Extremely unique to today's orchestras, Haines negotiated and signed a multi-album, five-year recording contract with DRG records. In addition, Haines led The POPS to their first nationwide, NPR broadcast on July 4, 2002. In 2001, he led the organization to become the first Resident Company of the Kimmel Center for the Performing Arts to officially sign their tenant agreement. In December 2001, Peter Nero and the Philly Pops moved its home to Verizon Hall in the Kimmel Center. In the summer of 2004, Haines negotiated with the City of Philadelphia and the National Parks Service to produce POPS on Independence, returning a full Independence Day concert to The Mall with Independence Hall as the backdrop, which continues to date.

Additionally, Haines produced the musical elements for the Liberty Medal Ceremonies in 2004, 2005 and 2006 with guests and honorees President Hamid Karzi of Afghanistan and Elton John. In 2005, The POPS was the musical host to Rufus Wainwright, Patti LaBelle and Elton John on the Fourth of July for over 1 million spectators.

With Music Director Peter Nero, a musical product second to none, an increased staff and wider exposure throughout the region and country, The POPS' stats were amazing: during his

tenure, audience attendance quadrupled, the organization nearly tripled the number of concerts and the budget increased over 300%.

Haines has had much concert and cultural arts experience. Before moving to the Northeast in 1997, Steven worked with several of the most successful arts organizations in Florida. Haines served as Associate Director of Marketing and then Marketing Manager of the Florida Philharmonic Orchestra. Working with the FPO from 1995 to 1997, he is proud of his association with this orchestra, which was the largest cultural organization in the State of Florida. Haines successfully marketed sold out performance with nearly 20,000 subscribers, varying from classical Masterworks series, children's series, POPS and Latin POPS. The Florida Philharmonic was also the producer of Beethoven By The Beach music festival, which was one of the first, and most successful cultural tourism collaborative initiatives in the country. The FPO also recorded the Concert on Miami Beach with Pavarotti, seen nationally on PBS.

Prior to the Florida Philharmonic, he was Marketing and Concert Director for the Palm Beach Pops. During that period, he organized a concert tour to New York City, producing a concert at Avery Fisher Hall, Lincoln Center. Haines also served as Director of Marketing and Public Relations from 1991 to 1994 for the Florida Symphonic Pops.

A graduate of the University of Wisconsin, Eau Claire, Haines received cum laude honors with a degree in French and International Communications. A musician by avocation, he considers himself lucky to share his professional expertise with his passion for music.

In San Francisco, Steven was also proud to serve as a member of the board of directors of the San Francisco Travel Association.