



Old Sturbridge Village
Sturbridge, Massachusetts

Services provided by CRI 2006-2008 - *Interim counsel and Executive Recruitment*

Old Sturbridge Village (OSV/the Village) is an outdoor living history museum that presents the story of life in New England from 1790-1840. Situated on more than 200 acres in Sturbridge, Massachusetts, the museum's core exhibit is a recreated rural New England town of the 1830's featuring a Center Village, Mills Area, and Countryside. The Village's collections, exhibits, and programs preserve and interpret New England's past through its historic complex, extensive collections, interactive exhibits and hands-on programming. With 44 historical buildings, an American materials cultural collection of 100,000 objects, and library of 40,000 books and manuscripts, Old Sturbridge Village is the largest outdoor history museum in the Northeast. Since its beginnings in 1946, OSV has attained international recognition for its innovations in research and education, attracting more than 21 million visitors over the past sixty years.

In 2006 the Village had experienced the sudden departure of their former CEO as well as many key leadership positions including the development office management. CRI was retained to recruit a Chief Executive Officer and provide interim development operations oversight.

Operational challenges facing the Village were considerable. The Board of Trustees knew that sustainability required significant and substantive growth of philanthropic resources. After conducting a national recruitment effort, OSV's Board of Trustees hired Jim Donohue as their CEO. CRI's association continued long after Jim's arrival as we continued to provide strategic counsel in order to stabilize and expand the develop program. In time, CRI was retained to conduct two searches for the Director of Corporate and Foundation Giving and a Director of Individual Giving.

Jim and his leadership team have worked hard to establish long-term financial stability for OSV by reducing reliance on attendance; diversifying other forms of revenue by seeking to grow the endowment; generating increased annual support particularly for education programs; and reducing debt burden by completing the sale of an ancillary facility. Additionally, OSV has made tremendous progress in stabilizing attendance by enhancing the OSV visitor experience with updated exhibits, a strengthened education program and by means of a coordinated marketing effort.