



CITY OF NEWBURYPORT  
OFFICE OF THE MAYOR  
SEAN R. REARDON, MAYOR

60 PLEASANT STREET - P.O. BOX 550  
NEWBURYPORT, MA 01950  
978-465-4413 PHONE  
MAYOR@CITYOFNEWBURYPORT.COM

To: President and Members of the City Council  
From: Sean R. Reardon, Mayor  
Date: February 12, 2024  
Subject: Appointment

RECEIVED  
CITY CLERK'S OFFICE  
NEWBURYPORT, MA  
2024 FEB - 1 P 2:07

---

I hereby appoint, subject to your approval, the following named individual as a member of the Public Arts Committee. This term will expire on March 15, 2025.

Peter B. Carzasty  
35 Temple Street  
Newburyport, MA 01950

# PETER B. CARZASTY

Christine Jackson  
The Mayor's office of the City of Newburyport, MA

Dear Ms. Jackson,

With great enthusiasm, I would like to submit my credentials and interest in joining the Newburyport Public Art Committee.

Since moving to Newburyport nearly seven years ago, I have been eager to engage with the community in all matters involving the arts and public policy. Having an extensive background in both and often overlapping interests during my 30+ years as a cultural advocate and communications strategist nationally and internationally.

I am incredibly proud of my work in New York City (Municipal Arts Society, Creative Time, Public Art Fund) and Pittsburgh (Pittsburgh Cultural Trust) involving public art and cultural policy within those two cities.

Since moving to Newburyport, I sat on the Steering Committee of the Newburyport Documentary Film Festival, having developed and nurtured the YES Award – Young Emerging-Filmmakers Showcase, inviting students from surrounding colleges and universities to complete with the winner awarded a \$1,000 sponsored by Dietz & Lynch Capital.

I volunteer at AJH and maintain a consulting business focusing on strategic communications and program development. One of my clients is the Arts & Business Council of Greater Boston's Creative Campus program - An Equity-Centered Cultural Land Trust for Advancing the Creative Economy.

Last year, thanks to Connie Preston, who arranged a tour with us and the mayor, we began to explore the Brown School as a potential purchase for developing it into a community center featuring affordable living/work and work-only spaces for the creative community. Unfortunately, we decline future activity surrounding the projects in early summer for various reasons.

I would be honored to serve on the committee. As I have welcomed many friends, especially from New York, I always take them on the rail trail to demonstrate the value of public art.

Sincerely,  
Peter B. Carzasty, Fonder & Principal  
Geah, Ltd.

**35 TEMPLE STREET / NEWBURYPORT MA / 01950**

# PETER B. CARZASTY

<https://www.linkedin.com/in/carzasty/>

(917) 620-9042

## COMMUNICATIONS / PROGRAM / IDENTITY SPECIALIST

Seasoned strategist executive with significant expertise in developing and launching new cultural and corporate initiatives, strategic identity campaigns, and programming platforms. Passionate, driven, self-motivated, collaborative, and entrepreneurial. In-depth New York, national, and international experience in non-profit and for-profit sectors. He has worked for over 60 cultural, corporate, civic, urban development, educational, and governmental agencies, design/architecture firms involving the arts & cultural policy, sponsorship, brand positioning, public relations, and programming initiatives creating greater visibility and market share.

**Geah, LTD.** ([www.geahltd.com](http://www.geahltd.com)) **New York, NY**

**August 2007 – Present**

*Cultural Consulting, Strategic Corporate, Arts & Non-Profit Partnerships*

**Founder and CEO**

### **SERVICES AND SPECIALTIES** (select examples):

#### **Creating new programs and platforms for institutional development and advancement.**

- Senior Advisor and Program Development for the Arts & Business Council's Creative Campus program. A Community-Building Real Estate Initiative for Advancing Equity, Sustainability, and Spatial Justice through the Creative Economy.

#### **Forging productive alliances between business and non-profit marketplace.**

- A new program series, "The Marriage of Business & the Arts," for the Luxury Marketing Council. Created the ongoing series bringing together senior executives from corporations such as American Express, CIT, Time Warner, and Montblanc as guest panelists and commentators.
- Co-founder of the online philanthropic web portal *ActiveCause, the Social Giving Network™*. Launched creating a rewards program for *RecycleBank*, leveraging nearly \$100K for national and regional charities in less than six months.

#### **Developing communications plans and collateral materials for greater visibility and brand recognition**

- The National Museum of Korea – Geah was the first Western communications specialist to develop a comprehensive situational analysis for increasing worldwide visibility. Elements of the extensive site visit report have been adopted by management for greater outreach and exposure.

#### **Designing marketing materials to solidify brand identity and drive the business's bottom line.**

- Burton Landscape Architecture Studio + Gallery – Developed first identity campaign, including written and collateral materials, immediately awarding a central new resort account and the company's first national media coverage/exposure.

#### **Creating innovative cross-promotional opportunities/sponsorships.**

- Jacob's Pillow Dance Festival 75th Anniversary Season – designed the institution's first interrogated corporate sponsorship platform, introducing Cunard, Steuben, La Mer, and Davidoff.

**Cohn Davis Associates, New York, NY**

**November 2001 – August 2005**

**Executive Vice President**

Provided end-to-end communications services for cultural and educational institutions and new facility launches, such as strategic planning, public relations, marketing, and institutional identity. A partial list of clients:

- **Joyce Theater Foundation, Inc.** (Designed identity/communications 5-year plan—a required component deliverable for the LMDC for their role in a planned arts center at Ground Zero)
- **Alvin Ailey American Dance Foundation, Inc** (Public/Media Relations for groundbreaking and opening of a new facility on West 55<sup>th</sup> Street – Page One The New York Times coverage)
- **Syracuse University/Newhouse School of Public Communications** (Strategic launch and staffing of the Goldring Arts Journalism Program surpassing first-year applicants by 150%)

**The Kreisberg Group, Ltd., New York, NY**  
**Senior Vice President**  
**Director, Performing Arts**

**June 1993 – November 2001**  
**February 1996 – November 2001**  
**June 1993 – February 1996**

Billables were more than \$450K annually. During tenure, managed program expense budgets ranging up to \$1M with individual project staffs varying to fourteen.

Developed agency's new division of Performing Arts, raising billables by 25% over four years.

Created/implemented corporate sponsorship programs for Warner Bros., Mattel, and Rolex.

Co-authored the media platform and implemented the subsequent "role out" of **Sara Lee Corporation's Millennium Gift to America** program—the divestiture of its \$130 million art collection donation to museums nationally and internationally. The program's success was instrumental in Sara Lee receiving the National Medal of Arts Award from President Bill Clinton, becoming a finalist for a PR Week Award, and 2-years of constant positive media attention. It increased revenue by 3-5%.

Planned/executed launches that included direct media relations and broader communication strategies for more than 15 new cultural facilities and programs nationally and internationally. A partial list of projects:

- **Lincoln Center for the Performing Arts, Inc.** (inaugural Lincoln Center Festival '96)
- **Boston Symphony Orchestra** (Seiji Ozawa Hall concert hall at Tanglewood)
- **Expo '98** (Oceanário de Lisboa in Lisbon, Portugal - center pièce of exposition)
- **Metropolitan Transit Authority** (Grand Central Terminal's \$200M restoration/revitalization)
- **New 42<sup>nd</sup> Street Inc.** (The New 42<sup>nd</sup> Street Studio Building and Theater in Times Sq.)
- **The New York Times Company** (design announcement of new headquarters on 8<sup>th</sup> Ave)
- **Pew Charitable Trusts** (national program: *Save As: Dance*)
- **American Center in Paris** (Frank Gehry's first European commission)

**THE BROOKLYN ACADEMY OF MUSIC (BAM)**  
**Director of Publicity and Public Relations**

**May 1987 – June 1993**

Created and implemented international, national, and New York print /broadcast media and communications for individual events and long-range public image/institutional branding. Placed over 150 The New York Times institutional, event, features stories, and reviews.

Supervised a staff of four with a budget of \$250,000 + (excluding salaries).

Long-range and strategic institutional planning and launch of:

- 651 – a subsidiary presenting wing of BAM developed to provide relevant community-building programming in the new Majestic Theater;
- BAM's first endowment campaign in its 132-year history.

The development of BAM's new graphic and marketing identity is still in use.

Co-creator of "Arts Day U.S.A.," involving 45 arts organizations nationwide, campaigning for Senate approval of the National Endowment for the Arts reauthorization.

Designed and implemented all media coverage for the appearance of the late Princess of Wales for her first official solo visit as the Royal Patroness of the Welsh National Opera for its American debut – a national live broadcast event covered by more than 250 international print and broadcast journalists.

**RELATED EXPERIENCE:**

**Guest Lecturer – Public Relations, Cultural Policy, Arts Philanthropy** (1985 – Present – selected outlets)

Public Relations Society of New York, Luxury Marketing Council

New York University & Brooklyn College, Rutgers University & Iona College

NYU Robert F. Wagner School of Public Service

**PUBLICATIONS:**

**Public Relations Career Directory** (Public Relations Society of America) Contributing Chapter – *Performing Arts Public Relations: Life Backstage*)

**Is it all About the Image? – How PR works in Architecture** (Wiley Publishers, UK/NY) Case Study – *Santiago Calatrava's first United States building – The Milwaukee Art Museum*)

**Performing Arts Management – A Handbook of Professional Practices** (Allworth Press, NY)

Contributor to Chapter 7 – *Strategies for Selling Tickets*

**Golden Crossroads** (Palgrave Publishers, a division of Macmillan UK) Contributor to Chapter 2 – *New Approaches to Defining the Potential Roles of Fine Arts*)

**The Marriage of Business and the Arts: A Fruitful Union Ripe for Reexamination** ("How To..." article for membership newsletter and website – The Luxury Marketing Council)

**PROFESSIONAL AFFILIATIONS :**

**Philharmonic Orchestra of the Americas** (April 2008 – May 2011) Member, Board of Directors and Chair, Marketing/PR Committee, Chair, Executive Search Committee.

**Danspace Project** (July 1997 – May 2005)

Member of the Board of Directors and co-chair of an annual, highly successful fundraising gala for five years

**Luxury Marketing Council** (March 2006 – Present) Member and Designer/Moderator of the LMC's series, "The Marriage of Business & the Arts."

**EDUCATION:**

MFA – Performing Arts Administration – City University/Brooklyn College, NY

BFA – Dramatic Arts/Directing – Emerson College, Boston, MA

\*\*\*\*\*

**TESTIMONIAL REFERENCE:**

**Joseph V. Melillo, Executive Producer Emeritus, Brooklyn Academy of Music**

You engage Peter for a unique service. His talent resides in accepting the professional assignment with a client but providing an immersive examination of the endeavor and offering various options for goals and objectives far beyond what is initially thought for the endeavor. Peter sees opportunities, implications, and connections. This kind of creativity and business acumen is rare in the communications industry. Success in his professional endeavors is achieved with efficiency and effectiveness.

**Carol Brown, President Emeritus, Pittsburgh Cultural Trust & Heinz Endowments Trustee**

Peter's management of the Pittsburgh Cultural Trust's strategic national communications program, working on behalf of the Trust and the Heinz Endowments, was extraordinary. His understanding of cultural enterprises, creative thinking, strategic planning, and capacity for detailed program execution achieved results beyond our expectations. Additionally, he possessed a keen comprehension and practical application of the Trust's activities so that they could be viewed as enlightened public policy. The Trust re-engaged Pittsburgh's political and media decision-makers in public dialogue and witnessed them become proactive advocates of our efforts. These actions were the direct result of Peter's work and his efforts.

**Lori Dernavich, Leadership Advisor/Executive Coach, Life Sciences, Deep & High Tech**

"I met Peter through the Luxury Marketing Council and his curated series, "The Marriage of Business and the Arts." Peter's professional strength is his spirited assessment and thorough forensic analysis of anything he sets his sights on. He has an uncanny awareness of the subject's potential value and relevance. He can incorporate the client's narrative within today's business and cultural environment. I love Peter's ability to turn even the smallest or obscure bit of information into a new, fresh, and compelling story, benefiting the bottom line."

**Bruce Whitacre, Executive Director, Theatre Forward**

Peter guided us through our renaming and launching of a critical research piece in 2015. We worked closely together over six months to prepare a launch video, engage thought leaders, and host a launch event in New York in October 2015. Peter was strategic, persistent, hard-working, committed to our efforts, and indispensable to our projects' success. He leveraged many critical contacts as we put our program together and offered constant valuable advice. His press contacts enabled us to achieve national visibility. He is a professional, creative, dynamic support to institutional and subject matter communications.

**Gregory J. Furman, Founder & Chairman, The Luxury Marketing Council**

Peter "walks on water." For me, it was a click' from our first meeting, so much so that he is a partner with honorary membership in The Luxury Council and architect of our "Marriage of Business and The Arts" series. Peter's many gifts include his in-depth understanding of the "culture" of the luxury industry sector and how to make the arts world a viable 'working' partner for brand awareness and customer appreciation. His considerable assets include his creative ability to think strategically, always with the big picture in mind, and his appreciation of the day-to-day business imperatives of top management. He is an intelligent deal-maker who can understand and keep a sharp eye on "measures of success," qualitative and quantitative. Peter is highly resourceful and has a most impressive network of top management folks who think as highly of him as I do and will return his calls in a New York minute. He possesses media and marketing savvy, has a great sense of humor, and is fun to work with. I am grateful to count Peter as a friend and trusted advisor. Since we first met, I routinely sought his counsel and have always trusted, respected, and relied on his good judgment, both business-wise and personally.