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CF 312415

City of Seattle
Notice of Appointment

Name: DeVon Manier		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Beacon Hill	Zip Code: 98144	Contact Phone No.: 206-226-6654
Appointed to: Seattle Music Commission		Date of Appointment: June 18, 2012
Authority (Ord., Res.): Resolution 31173		Term of Office: From: May 1, 2012 To: May 1, 2015
Comments: Manier was appointed in 2010 to a two-year term for Seattle Music Commission, created by Resolution 31173. Original terms were for one, two, and three years. Re-appointments are for three years.		
Authorizing Signature: 		Name and Title of Officer Making Appointments: City Councilmember Nick Licata

Confirmed by the Following Vote at City Council

In Favor:	Against:	Date:
Attested by:		Title:



DEVON MANIER

President, Co-Founder, Sportn' Life Records
Talent Manager, Sportn' Life Music Group

OVERVIEW

I'd like to leverage my musical experience on to a larger scale or marketplace while working with a team. Developing music and media properties, projects and artists are my goal.

- Owner, Sportn' Life Records, the longest operating (10 years) black owned and independent record label in Seattle. Currently, with six artists under contract.
- Pioneer in Internet music marketing and promotions.
- 360 degree view on independent music as a label owner, promoter, manager, artist and local music activist.
- 20 year music veteran and business owner.

PROFESSIONAL HIGHLIGHTS

- Transformed and fostered musicians from Community Center, High School and Church performers to the top of the local/regional music scene and into the national spotlight as professional working/ paid artists.
- Marketed talent to reach goals such as; MTV2 video rotation, Music placements with; (ESPN Action Sports, MTV, the Sonicgate documentary and an Under Armour commercial), Amazon Outstanding albums of 2009, Charting on top 5 college radio, appearances at some of the country's most prestigious music festivals (SXSW, CMJ Music Conference, Bumbershoot, and The Capitol Hill Block Party).
- Co-created and-facilitated the first ever all Northwest Hip Hop tour- The 206 Degrees and Rising tour (2008).

RECENT HONORS

- 2010- Appointed as a commissioner on the **Seattle City of Music Commission**.
- 2010- Recipient of the **Martin Luther King County Award for Excellence in Hip Hop**; for entrepreneurial leadership.

TESTIMONIALS

"Manier's buoyant enthusiasm reflects the regional pride that Sportn' Life embodies in a roster featuring such up-and-coming acts as D.Black and Fatal Lucciauno"

-- Gene Stout /Seattle PI

"I've been thinking a lot about scenes lately—how they form, how they maintain, how they rise with each passing gathering. And I've come to this conclusion: artistic movements don't exist without people like Sportn' Life's DeVon Manier".

--Kevin Capp /Seattle Weekly

COMMUNITY WORK

- Present- **Grammy/Recording Academy Urban Committee Board Member**
- Present- **The Vera Project- Advisory Board Member**
- Present- **City of Seattle Music Commission- Commissioner**
- 2012, Pop Music Industry Conference - Panelist
- 2012, 2011- **Bumbershoot- Advisor on Planning Board.**
- 2011- **Experience Music Project's Sound Off Competition- Professional Panel member for pre selection process**
- 2012, 2011- **Experience Music Project's Sound Off Competition- Professional Judge**
- 2012, 2011- **South by Southwest/Seattle Party- Planning Committee Member**
- 2010 **Seattle Hip Hop and Business Expo- Panel Member**
- 2010- **Georgetown Music Festival- Talent Booker**
- 2009- **Seattle City Artists Projects- Decision Panel Member**

RECENT PRESS

- Profiled in the Seattle PI; "2007 Fall Arts Preview"
http://www.seattlepi.com/pop/331206_musicqa12f.html
- Sportn' Life Records cover story; SOUND NW Magazine
http://www.scribd.com/full/30205286?access_key=key-y0h3qz12i28o4wfx9ov

AREAS OF EXPERTISE

- Artist Development & Management
- Business Development & Marketing
- Web Promotions/Campaigns
- Email Campaigns
- New Product Development and Launch
- Online Publicity & Marketing
- Image Branding
- Leadership & Supervision
- Team Building/Training
- Intellectual Properties
- Digital Content and Media Management
- E Commerce
- Music Software
- Contract/Deal Structuring for Artist, Events & Partnerships
- Event Coordination
- Stage Managing
- Public Relations
- Social Media
- Tour planning, Managing & Routing
- Budget/Sales Forecasting

CAREER PROGRESSION

Sportn' Life Records, LLC -Seattle, WA

Seattle's longest operating independent & black owned record label that's primary music genre is urban (Hip Hop, Soul and R-n-B).

Co-Founder/President/Artist Manager 2002 – Present

- Successfully oversaw the start up and development of this company through effective leadership, tactical planning, organizational development program built on teamwork, incentive programs and strategic market analysis
- Manage daily operations, public relations and facilitate all negotiations of the record label and its five recording artist; D.Black, Fly Moon Royalty, Fatal Lucciauno, Spac3man, SK and Marissa.
- Released seven full length albums and over two dozen singles- 2002-2011
- Produce or co produce 4-6 concerts/events a year for 300-600 person capacity
- Created, staffed and manage street team
- Produced aggressive and detailed sales plans and reporting systems to track progress and goal attainment.
- Sold over 35,000 records independently prior to distribution
- Supervision of marketing and sales, business/product development, A&R, promotions, art department, publicity, public relations, advertising, finance, legal matters, personnel administration, merchandising, accounting, and inventory
- Set sales quotas and yearly budgets
- Created and managed recording, marketing and promotions budgets for artist in the range of from 30,000-3,500 for artists
- Executed web campaigns and promotions that resulted in 12% yearly increase of subscribers
- Work directly with distributors and digital aggregators
- Launched and maintain radio promotion campaigns
- Build and sustain working relationships with retail store; owners, managers, buyers, add & display people
- Design, maintain publicity campaigns
- Work directly with radio station; Music Directors, program directors and DJ's
- Produce shows/events in two NW Markets (Washington and Oregon)
- Price tickets based of artists market value
- Obtained press in every major newspaper in the Pacific Northwest, while also garnering hundred of mentions on blogs, magazines, weekly's etc)

RED DRAGON MEDIA - Seattle, WA

Media duplication company that primarily dealt with replication of CD's & DvD's as well as the conversion of various media formats (CD's, cassette, vinyl, VHS, ADAT, etc)

Chief Operator/Owner 2002 – 2006

- In charge of marketing, sales, promotion
- Responsible for filling all client orders
- Responsible for media care, storage and management
- Accounting
- Accountable for all technical and mechanical maintenance on equipment

THE CAVE - Seattle, WA

Recording studio

Studio Manager/Engineer/ Owner, 1996-2002

- Implemented marketing campaigns.
- Booked, managed and engineered studio sessions
- Bookkeeping and payroll

MAN FROM MECCA ENTERTAINMENT - Seattle, WA

Mobile DJ service specializing in night clubs, weddings, and private parties

Owner and DJ, 1991-1998

- Initialized creative marketing and advertising campaigns on a minimal budget.
- Managed clients needs and schedules.
- Operated state of the art mobile DJ equipment
- Bookkeeping

INTERESTS & ACTIVITIES

Social Venture Partners

MusicWorks Northwest Board Member for approximately 3 years.

EO (Entrepreneurs Organization, formerly known as YEO)

Founding and current member of the Board of Directors of Court of Last Resort

Tennis - Founder and Captain of the Cooper Union Varsity Tennis Team (Metropolitan College Tennis Conference Division Champions)

MusicWorks Northwest Board Member for approximately 3 years.

Tae Kwon Do Brown belt, World Tae Kwon Do Association

Guitar, Piano, Hiking, Skiing, Racquetball

Seattle Music Commission

As of June 2012

21 members: Per Resolution 31173, 3-year staggered terms

- 10 Appointed by City Council
- 11 Appointed by Mayor

D*	G	Pos. No.	Name	Appointed	Term Ends	Term #	Initial Term*	Appointed By
6	F		Elena Dubinets	05/03/10	05/01/14	2nd	1+3 yr	City Council
6	F		Shannon Roach	05/01/11	05/01/14	1st	3 yr	City Council
6	M		Jon Stone	05/26/10	05/01/14	2nd	1+3 yr	City Council
6	F		Emmy Jordan	06/18/12	05/01/15	1st	3 yr	City Council
2	M		DeVon Manier	05/03/10	05/01/15	2nd	2+2 yr	City Council
6	M		Adrian Burton	05/01/11	05/01/15	2nd	1+3 yr	City Council
2	M		Ricardo Frazer	06/18/12	05/01/15	1st	3 yr	City Council
6	M		Ben London	05/03/10	05/01/13	1st	3 yr	City Council
6	F		Kate Becker	05/03/10	05/01/13	1st	3 yr	City Council
6	F		Holly Hinton	05/26/10	05/01/13	1st	3 yr	City Council
6	M		Alex Kochan	05/01/10	05/01/14	2nd	1+3 yr	Mayor
6	F		Nadine Zgonc	02/6/12	02/1/15	1st	3 yr	Mayor
2	F		Patricia Lee	02/6/12	02/1/15	1st	3 yr	Mayor
6	F		Joan Sandler	02/6/12	02/1/15	1st	3 yr	Mayor
6	M		Marcus Womack	05/01/10	05/01/14	2nd	2+2 yr	Mayor
6	F		Christina Orr-Cahall	05/01/11	05/01/14	1st	3 yr	Mayor
2	M		Wyking Garrett	05/01/10	05/01/14	2nd	2+2 yr	Mayor
6	M		Dave Meinert	05/01/10	05/01/13	1st	3 yr	Mayor
6	M		Kyle Hopkins	05/01/10	05/01/13	1st	3 yr	Mayor
6	F		Megan Jasper	05/01/10	05/01/13	1st	3 yr	Mayor
6	M		Tom Mara	05/01/10	05/01/13	1st	3 yr	Mayor

* Term beginning and end dates vary. 'yrx' denotes extension of initial term; 4 yr maximum.

Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic /Latin@	(4) Native-American	(5) Other*	(6) Caucasian
Mayor	6	5	-	2	-	2	-	-	-	9
Council	5	5	-	2	-	2	0	-	-	8
Total	11	10	-	4	-	4	0	-	-	17

*Other includes diversity in any of the following: race, gender and/or ability