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CITY OF SEATTLECity of Seattle  
Notice of Appointment

2013 MAR -5 PM 2:20

<b>Name:</b> <i>Phillipa Hoshko</i>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> <i>Mt. Baker</i>	<b>Zip Code:</b> <i>98144</i>	<b>Contact Phone No.:</b> <i>N/A</i>
<b>Appointed to:</b> <i>Seattle Special Events Committee Citizen Advocate Representative</i>		<b>Date of Appointment:</b> <i>March 13, 2013</i>
<b>Authority (Ord., Res.):</b> <i>SMC 15.52.020 Committee membership</i>		<b>Term of Office:</b> <b>From:</b> <i>Confirmation</i> <b>To:</b> <i>April 1, 2014</i>
<b>Background:</b> <ul style="list-style-type: none"> <li><i>Philly Hoshko has an undergraduate degree in Public Relations and Advertising from Chapman University and a Master of Public Administration from Seattle University. While working as the Event Director for Bold Hat Productions Philly produced such Seattle events as the Fremont Fair, Fremont Oktoberfest, Greenwood Classic Car Show, South Lake Union Block Party and Pike Place Market Street Festival.</i></li> <li><i>Philly brings a unique perspective to the Seattle Special Events Committee as she has produced events with other municipalities including the City of Anchorage, City of Federal Way, City of Kirkland, City of Kenmore and City of Sammamish. For her MPA Capstone Project Philly consulted with the City of Kirkland on their event permitting policies and procedures and made recommendations to the City Council based on the research she conducted with comparable cities.</i></li> <li><i>Philly is the alternate Citizen Advocate Representative.</i></li> </ul>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointment:</b> <i>Mayor Mike McGinn</i>

# Philippa S. Hoshko

## Education:

### **Seattle University - Seattle, Wash.**

*Master of Public Administration*

Achieved a broad understanding in policy development and analysis, management skills, organizational theory, leadership, economic analysis and research methods. Focus on community and economic development.

**Fall 2012**

*Pi Alpha Alpha Honor Society*

### **Center for Legal Studies - Seattle, Wash.**

*Paralegal Certification*

Gained extensive knowledge of the legal system, methods of conducting legal analysis and preparation of legal documents including; demand letters, pleadings, discovery documents, motions, memos and contracts.

**Spring 2006**

*3rd in Class*

### **Chapman University - Orange, Calif.**

*Bachelor of Arts in Public Relations and Advertising*

Involvements: Dean Scholar, Gamma Phi Beta Sorority, Public Relations Student Society of America, Yearbook Editor, NCAA Women's Varsity Crew Team, Chapman Dance Alliance, Orientation Assistant.

**May 2005**

### **Semester at Sea**

Comparative political, economic and social-cultural studies throughout the countries of; Cuba, Brazil, South Africa, Tanzania, India, Vietnam, Hong Kong, China, South Korea, and Japan.

**Spring 2004**

## Work Experience:

### **Mount Baker Rowing and Sailing Center - Marketing and Sales Manager**

**5/2012-Present**

- Developed a strategic marketing and sales plan for a new City of Seattle Parks and Recreation rental facility.
- Liaison between the City of Seattle and the Boating Advisory Council regarding policies and procedures.
- Worked with the City of Seattle Parks and Recreation Director to change policies regarding rentals.
- Doubled rental revenue within six months.
- Developed a leadership rowing program to encourage organizations to rent the facility and participate in a team building rowing experience.

### **City of Kirkland - City Manager's Office Intern**

**9/2012-1/2013**

- Worked in the City Manager's Office to evaluate the current event permitting and funding policies.
- Conducted internal and external stakeholder interviews, researched regional cities, and provided recommendations to solve challenges, improve customer service and create greater efficiency for city staff.

### **Grameen Foundation - Communications Intern**

**9/2012-1/2013**

- Worked with the Microsavings Initiative to develop a communication strategy to share lessons learned and encourage collaboration with other practitioners involved in developing savings products at international microfinance institutions.
- Responsibilities included managing finalization and distribution of case studies, writing blog and social media posts, developing client stories, creating FAQs on project elements, event planning, and conference research.

**Bold Hat Productions - Event and Marketing Director**

**9/2005-5/2012**

- Extensive experience in strategic planning, stakeholder collaboration, project and budget management, fundraising, marketing and communications, operations and logistics, permit compliance, human resource management, community and neighborhood relations, event development and production.
- Lead project manager of: Fremont Fair, Kirkland Uncorked, Fremont Oktoberfest, Sammamish 4<sup>th</sup> of July, Hopscotch, South Lake Union Block Party, Head of the Lake Regatta, Kenmore Good Ol' Days, Pike Place Market Street Festival, Pigs on Parade, and Adobe's 25<sup>th</sup> Anniversary Party.
- Coordinated and collaborated with multiple stakeholders, sometimes with very conflicting opinions, to create buy-in, support and excitement for events and event elements.
- Developed exceptional interpersonal and leadership skills to manage client needs and resources.
- Created and managed multiple event timelines simultaneously and developed communication channels productive to the completion of tasks by all team and committee members.
- Managed four office team members and up to 60 staff and 900 volunteer shifts during an event.
- Managed the development, design and distribution of strategic marketing plans including: websites, press releases, advertisements, newsletters, e-blasts, promotional print material and social media.
- Created and effectively managed budgets of \$500,000+ including development of revenue streams such as admission and product pricing, sponsorships and vendor participation fees.
- Determined event marketing and production needs and worked with various vendors to get appropriate quotes, proof and approval of orders, communicate delivery requirements and manage expectation.
- Worked with government agencies for accurate permit submission and implementation of requirements.

**Webb's Consulting and Management, Inc. - Marketing Manager**

**5/2005-9/2005**

- In-house marketing manager for the Anchorage Markets, and Made in Alaska accounts.
- Assisted small businesses in the Made in Alaska program with the marketing of their products.
- Performed all marketing functions for Anchorage Markets drawing over 700,000 people over the summer.
- Supervised 20 employees with the set up, maintenance and tear down of a 300+ booth market.
- Managed communications and public engagement for the controversial new Sunday Market.

**Porter Novelli Public Relations, Los Angeles - Public Relations Intern**

**1/2005-5/2005**

- Assisted on an array of accounts including: MGM, McDonald's, Dave and Buster's, and The Muppets.
- Created media lists, clip reports, publicity guidelines, media alerts, and press releases.
- Participated in staff meetings, brainstorming and new business development.

**Anchorage Concert Association - Marketing and Development Intern**

**5/2003-8/2003**

- Assisted the marketing director and development director in the promotion of the organization and concerts.
- Created marketing strategies for target audiences and assisted with copy writing and layout design.
- Assisted on donor relation programs and corporate partnership participation.
- Managed telemarketing efforts for season subscriptions supervising six employees and 10 volunteers.

**Additional Work Experience:**

Administrative Assistant, Barista, Server, Tutor, Retail Sales Associate, Phone Representative, Dance Instructor.

**Recent Volunteer Experience:**

American Red Cross Outreach Volunteer, Washington Festival and Events Association Conference Presenter, Mount Baker Community Club Home Tour Committee, Fremont Chamber of Commerce.

**References available on request**

## SEATTLE SPECIAL EVENTS COMMITTEE

Four members: Per SMC 15.52.020, all subject to City Council confirmation, *one-year terms*

- 0 Appointed by City Council
- 4 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	F	1	Lisa Fraser	3/13/13	4/1/14	2	Citizen Advocate Representative	Mayor
6	M	2	Tom Anderson	3/13/13	4/1/14	2	Citizen Advocate Representative	Mayor
5	M	3	Oliver Little	3/13/13	4/1/14	1	Citizen Advocate Representative	Mayor
6	F	4	Phillipa Hoshko	3/13/13	4/1/14	1	Citizen Advocate Representative (Alt.)	Mayor
		5						
		6						
		7						
		8						
		9						

### \*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
<b>Mayor</b>	2	2							1	3
<b>Council</b>										
<b>Other Bodies</b>										
<b>Total</b>	2	2							1	3

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

## SPECIAL EVENTS COMMITTEE

March 2013

The Special Events Committee is comprised of representatives from the following:

- The Mayor's office;
- The Budget Director;
- The Fire Chief;
- The Police Chief;
- The Superintendent of Parks & Recreation;
- The Director of Engineering, Construction and Land Use;
- Licenses and Consumer Affairs;
- The Department of Neighborhoods;
- A representative of the Municipality of Metropolitan Seattle; and
- Three citizen representatives (and one alternate) who serve a term of two-years
  - Appointed by the Mayor and confirmed by the council.

\*\*\* *"the Mayor shall appoint the Chair of the committee, who shall serve for a term of two years and may be reappointed. The incumbent Chair shall hold over at the expiration of his or her term until a successor is appointed and qualifies."*

D#	Name	Date Appointed	Term Expires	Term #	Position / Representative Of	Appointing Authority
(6) M	Lieutenant Tom Heun				Fire, Department of	
(6) M	Lieutenant Craig Aman				Medic One	
(6) M	Lieutenant Mark Kuehn				Seattle Police Department, Traffic Division	
(1) M	Lieutenant Eric Sano				Seattle Police Department, Traffic Division	
(1) M	Glenn Bartolome				King County Metro	
(6) M	Joel Lehn				Planning & Development, Department of	
(6) F	Cherie MacLeod				Revenue & Licensing/Consumer Affairs	
(6) M	Keith Ayling				Risk Management	
(6) F	JuliAnn Clifton				Seattle Center	
(6) M	Pat Kaufman				Seattle Public Utilities	
(6) M	Jeff Hodges				Parks and Recreation	
(6) M	Mike Shea				Transportation, Department of	
(2) F	Lieutenant Susan Blaker				Washington State Liquor Control Board	
(6) F	Beth Goldberg				Budget Director	Ordinance
(6) F	Michele Scoleri				Mayor's Office	Ordinance
(6) M	Jeff Stalter				Director of Engineering, Construction & Land Use (DPD)	Ordinance

