

**City of Seattle
Notice of Appointment**

Name: Devon Manier		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <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.: n/a
Appointed to: Seattle Music Commission		Date of Appointment: 05/28/2014
Authority (Ord., Res.): Ordinance 124422		Term of Office: From: Confirmation To: 05/01/2016
Background: DeVon Manier is the owner and Senior Talent Manager at the Sportn' Life Music Group, a Seattle based boutique talent management agency. Since co-founding the company as a record label in 2002, Manier has helped foster more than a dozen artists, including; Fly Moon Royalty, Nissim (formerly D.Black), Fatal Lucciauno and Spac3man. Artists under his management have had some success with music licensing by having songs placed on MTV and ESPN, as well as in an Under Armour commercial, The Sonicgate documentary and in the major motion picture "21 and Over". Some have reached top 5 CMJ radio chart positions, and several have performed at some of the country's most esteemed music festivals such as SXSW, Sasquatch, CMJ, Bumbershoot and the Capitol Hill Block Party. They've also shared the stage with some of the most renowned names in the industry from NaS, Ice Cube, Macklemore, and the Wu Tang Clan, to Big Boi, Mos Def, Allen Stone, and Sharon Jones & The Dap Kings. In 2006, Manier received the Martin Luther King County Award For Excellence in Hip-Hop. He's served on the Bumbershoot planning committee, the Vera Project Advisory Board and is currently a member of the Seattle Music Commission and an Advisory Board member of the Edmonds Community College Music & Audio Production program. A huge advocate for music from the Pacific Northwest and particularly Seattle, he enjoys being involved and contributing to the future of the music community.		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Nick Licata, Seattle City Councilmember

DEVON MANIER

Owner and Senior 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 Sonicsgate 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

Seattle Music Commission

As of June 5, 2014

21 members: Per Resolution 31173 and Ordinance 124422, 3-year staggered terms, max of 6 years
All subject to City Council confirmation

- 10 Appointed by City Council
- 11 Appointed by Mayor

D*	G	Pos. No.	Name	Appointed	Term Ends	Term #	Initial Term*	Appointed By
6	M		Jon Stone	05/26/10	05/01/16	3rd	1+3+2 yrx	City Council
6	F		Emmy Jordan	06/18/12	05/01/15	1st	3 yr	City Council
2	M		DeVon Manier	05/03/10	05/01/16	3rd	2+2+2 yrx	City Council
6	M		Adrian Burton	05/01/11	05/01/15	2nd	1+3 yrx	City Council
2	M		Ricardo Frazer	06/18/12	05/01/15	1st	3 yr	City Council
6	M		Ben London	05/03/10	05/02/16	3rd	3+1+2 yrx	City Council
6	F		Karen Thomas	09/11/13	09/11/16	1st	3 yr	City Council
6	F		Holly Hinton	05/26/10	05/02/16	3rd	3+1+2 yrx	City Council
6	F		Patty Isacson Sabee	06/05/14	06/05/17	1st	3 yr	City Council
0						1st	3 yr	City Council
6	M		Alex Kochan	05/01/10	05/01/16	3rd	1+3+2 yrx	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	05/01/16	3rd	2+2+2 yrx	Mayor
6	M		Jody McKinley	3/13/13	05/01/17	2nd	1+3 yrx	Mayor
2	M		Wyking Garrett	05/01/10	05/01/16	3rd	2+2+2 yrx	Mayor
6	F		Megan Jasper	05/01/10	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		Tom Mara	05/01/10	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		John Roderick	12/??/13	01/??/16	1st	3 yr	Mayor
6	M		Kyle Hopkins	05/01/10	05/01/14	2nd	3 + 1 yrx	Mayor

* Term beginning and end dates vary. 'yrx' denotes extension of initial term; 6 yr maximum.

Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic/Latin@	(4) Native-American	(5) Other*	(6) Caucasian
Mayor	7	4	0		-	2	-	-	-	9
Council	5	4	1		-	2	-	-	-	7
Total	12	8	1		-	4	-	-	-	16

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