

CF, 314060

#122

**SpCity of Seattle
Notice of Appointment**

Name: <i>Phillipa Hoshko</i>		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency		
Residential Neighborhood: <i>Mt. Baker</i>	Zip Code: <i>98144</i>	Contact Phone No.: <i>N/A</i>		
Appointed to: <i>Seattle Special Events Committee Citizen Advocate Representative</i>		Date of Appointment: <i>September 9, 2014</i>	FILED CITY OF SEATTLE 2014 SEP -9 PM 3:33 CITY CLERK	
Authority (Ord., Res.): <i>SMC 15.52.020 Committee membership</i>		Term of Office: From: <i>Confirmation</i> To: <i>May 1, 2015</i>		
Background: <ul style="list-style-type: none"> • <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> • <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> • <i>Philly is the alternate Citizen Advocate Representative.</i> • <i>Philly has served on the committee since 2013.</i> 				
Authorizing Signature: 		Name and Title of Officer Making Appointments: <i>Mayor Edward B. Murray</i>		

Philippa S. Hoshko

Seattle, WA 98144

Education:

Seattle University - Seattle, Wash.

Fall 2012

Master of Public Administration

Pi Alpha Alpha Honor Society

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.

Center for Legal Studies - Seattle, Wash.

Spring 2006

Paralegal Certification

3rd in Class

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.

Chapman University - Orange, Calif.

May 2005

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.

Semester at Sea

Spring 2004

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.

Work Experience:

City of Kirkland - Special Projects Coordinator

3/2013-Present

- Work with the Kirkland Tourism Development Committee to coordinate and manage the City of Kirkland tourism promotion activities. Duties include developing advertising and promotional campaigns, capitalizing on public relations opportunities and managing the tourism website.
- Serve as the City liaison for organizations applying for tourism event funding. Duties include assisting applicants in understanding grant requirements, reviewing grant applications and coordinating applicant presentations to the Tourism Development Committee, monitoring and providing program assistance to awarded applicants, developing contracts and approving reimbursement for awarded programs.
- Provide professional level staff support to the Kirkland Cultural Arts Commission and manage 4Culture funding and reimbursements.
- Assist with coordination and event planning for the City of Kirkland's economic development programs.

Evergreen Speech & Hearing Clinic - Marketing Director

6/2013-4/2014

- Develop and implement marketing plans and events for various speech and hearing services provided at three clinics as well as develop and manage the Clinic's 35th anniversary branding and promotions.
- Plan staff appreciation promotions and events and assist owners in administrative functions.

Mount Baker Rowing and Sailing Center - Marketing and Sales Manager

5/2012-6/2013

- 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.
- Strategically designed and launched a new website for the Mount Baker Rowing and Sailing Center.
- 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.
- Participated and received a certificate of completion for the International Association of Public Participation Training.

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 4th 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 25th 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.

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, Seattle Special Events Committee Alternate.

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	09/09/14	05/01/15	3	Citizen Advocate Representative	Mayor
6	M	2	Tom Anderson	09/09/14	05/01/15	3	Citizen Advocate Representative	Mayor
5	M	3	Oliver Little	09/09/14	05/01/15	2	Citizen Advocate Representative	Mayor
6	F	4	Philippa Hoshko	09/09/14	05/01/15	2	Citizen Advocate Representative (Alt.)	Mayor
		5						
		6						
		7						
		8						
		9						

*Diversity

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

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